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EUROPEAN NEWS

Craxi prepares ground for tough measures

BY JAMES SUTTON IN ROME

SIG BETTINO CRAXI, Italy's first Socialist Prime Minister, yesterday warned his party's MPs that they must vote for unpopular measures if the Government is to achieve its difficult economic goals.

The Cabinet should approve tomorrow the outline of the 1984 budget, which must by law be presented to Parliament by September 30. But even at this late stage it is not clear how the Government intends to make the big reductions in official spending and inflation which it has promised.

The lack of actual economic measures from the two-month

old Government — with the exception of two significant but strongly contested decrees on pensions — has already caused dismay in financial markets. The Milan stock exchange has fallen steadily this month, as the market waits to see what the Government is actually going to do.

Sig Craxi said yesterday that the public sector deficit next year would reach L120,000bn (€500bn) or even L130,000 (€540bn) if nothing were done, "higher than that of any other Westernised country."

A deficit of L130,000bn would mean a PSBR representing 21

per cent of GDP. It is now accepted that there is no chance of getting the deficit for this year down below L80,000bn (17 per cent of GDP) against an original target of L71,000bn.

But the Government's programme entails reducing the deficit to about L30,000bn, while it also intends to cut inflation from its current rate of about 13.5 per cent to an average of 10 per cent in 1984.

To reduce the deficit the Government's broad intention is to gain about L10,000bn by higher taxes and charges, about L20,000bn from spending cuts, and to make up the rest from

reduced interest payments on government debt thanks to the prospect of a fall in interest rates, and by means of financial operations by the Treasury.

In the past few days it has discussed a variety of possible cuts in health and social security spending with the unions, but has received a strongly negative response. Sig Costante Degan, the Minister of Health, has proposed making people pay for health services according to their income, excluding those with incomes of up to L5m (about £2,000) a year. People with incomes of L25m or above would have to pay the full cost.

Sig Gianni de Michelis, the Minister of Labour, is working on plans to make further cuts in pension spending, following the decree earlier this month to abolish disability pensions for those with incomes of more than L800,000 a month.

The significant thing about the Government's ideas is that they would actually involve cuts in spending, rather than just higher taxation and charges, as has almost always been the rule in the past. But the cuts that have been discussed would hit at areas which are politically sensitive, and for this reason they will be very difficult to impose.

SEC wants conference on secrecy disputes

By John Wicks in Zurich

A SENIOR U.S. official yesterday suggested the holding of an international conference to solve disputes on the policing of securities markets such as the current row between the U.S. and Switzerland over banking secrecy.

Mr John Fedders, Director of the U.S. Securities and Exchange Commission, told a Zurich seminar that it might be time for a conference of law enforcement officials from countries with securities markets and those with banking secrecy laws "to search for neutral principles for policing the growing internationalisation of the world's securities markets."

At the same time, he warned his Swiss audience that foreign investors in U.S. markets could not expect to hide behind the secrecy laws of their own countries. "If you want to trade in our markets, you must agree to play by the rules that apply to all participants," Mr Fedders said.

His remarks constitute the latest shot in a series of legal battles between the U.S. and Swiss authorities. The two sides have been in conflict over alleged insider trading on U.S. markets by customers of Swiss banks, and more recently over the U.S. investigation of alleged tax evasion by the Swiss-based commodities trader Marc Rich AG.

One possible way out of the stalemate, Mr Fedders suggested, might be to get the Swiss to apply the concept of "reciprocity by conduct," under which a decision to invest in or operate on U.S. markets from a country would be seen as showing an explicit intention to waive normally applicable secrecy provisions.

Greece seeks names of Swiss bank clients

By Andriana Ierodiakonou in Athens

GREECE HAS asked the French Government to be allowed to look at the secret Swiss bank client lists in its possession in the hope that these may reveal the names of illicit Greek depositors, a Government spokesman announced in Athens yesterday.

The request is part of a current crusade by the Socialist Government of Dr Andreas Papandreu against economic corruption. The fight of capital through clandestine accounts abroad has been a chronic problem of the Greek economy.

David Marsh adds from Paris: The French Government is likely to be embarrassed by the request from Athens. Officials at the Budget Ministry, which deals with customs matters and has masterminded investigations into French capital flight, were yesterday disinclined to take the Greek move seriously.

Poll excitement in Bremen gives way to shipyard gloom

BY JOHN DAVIES IN FRANKFURT

THE EXCITEMENT of electioneering and dockside protests is over in the West German port of Bremen. The bleak reality of the shipyard crisis remains, with job losses looming.

At the crack of dawn yesterday, workers streamed through the gates of AG Weser to resume their normal jobs, after ending a defiant week-long sit-in at the shipyard. Politicians, fresh from victory at Sunday's local poll, began bracing themselves for the next stage in efforts to save as much as possible from the ruins of uneconomic local shipbuilding.

Before the election, many shipyard workers were calling for the head of Herr Hans Koeschick, the governing mayor. But at the decisive moment, the majority of city voters turned again to the rough diamond who has ruled through good times and bad, for 16 years.

At city hall, officials are still waiting for a report from outside experts who are examining alternative plans for the future of the local shipyards.

The plans involve shipyard mergers and a sharp reduction in jobs, but differ in where the heavier blows will fall. A Bremen official said that the experts' report on the feasibility of the plans might be ready later this week.

After studying the report, the Bremen Senate will decide which strategy to back to try to give the industry some future, and then appeal to the Bonn Government to join in providing financial aid.

One plan — which touched off the shipyard shipbuilding workers — involves the closure of the main, 137-year-old shipyard of AG Weser. Shipbuilding would be concentrated at Bremer Vulkan and at AG Weser's smaller Seebeck yard, while ship-repairs would be handled by Hagag Lloyd.

This plan, proposed by the shipyard managements, would

mean the loss of about 2,000 of the 10,000 shipbuilding jobs in Bremen.

The companies have asked the local and federal governments to meet half of the estimated DM 250m (€37.5m) cost involved in the merger and restructuring operations.

Another proposal would save all major shipyards but would likewise involve heavy job losses.

The Bremen government has made clear there is no hope of saving all jobs. While it is willing to provide aid from its own coffers, it is also trying to squeeze as much as possible from Bonn.

Ministers in Bonn added fuel to the recent electioneering fire in Bremen by accusing the local government of mismanaging the shipyard crisis. Count Otto Lambsdorff, the Economics Minister, strongly attacked Herr Koeschick and has insisted on a detailed plan for the local shipyards before promising one penny of aid.

At other ports, the shipyard crisis is also taking a tortuous path. In Hamburg, where workers staged a sit-in earlier this month, it is widely accepted that Howaldtswerke Deutsche Werft (HDW) is going ahead with plans to disband more than 1,300 workers.

Shipyard workers have been up in arms at plans to end commercial shipbuilding at HDW's Hamburg yard, but the Government-owned organisation is determined to press ahead.

At Emden, too, Thyssen Nordseewerke has just announced plans to disband about 650 of the 3,500 workers during the next 12 months.

West Germany's shipbuilding crisis is the result of a steady erosion of its competitive position and the slump in world shipping orders. Most of the few orders available for new ships have been going to competitors such as Japan, South Korea, Spain and Brazil.

E. German exchange rules for visitors eased slightly

BY LESLIE COLLIT IN BERLIN

MINISTRY IN Bonn said the latest East German step was not an adequate basis for a further Government guarantee, loan to East Germany. West German banks last June granted East Germany a DM 1bn loan, guaranteed by Bonn, which was used to repay debts to Western banks. These are estimated to be between \$3bn and \$4bn this year.

East Germany is said by Western bankers to be greatly interested in more financial help this year, so that some additional money to improve access to East Germany for Westerners are expected.

It led to a 40 per cent drop in the number of West Berliners and West Germans, especially the elderly, who were able to visit East Germany. Bonn has repeatedly insisted that East Germany would have to reduce the exchange requirement before their relations could improve.

The Inner German Relations

FINANCIAL TIMES, USPS No. 180840, published daily except Sundays and holidays. U.S. subscription rates \$420.00 per annum. Second class postage paid at New York NY and at additional mailing offices. POSTMASTER: send address changes to FINANCIAL TIMES, 75 Rockefeller Plaza, NY, NY 10018.

Madrid at odds with church over education

BY DAVID WHITE IN MADRID

SPAIN'S SOCIALIST Government and the Catholic Church are trying to find a way out of a dispute which brings together the two most contentious issues in relations between them — abortion and education.

The row, provoked by a government ban on the use in private Catholic schools of catechism textbooks which equate abortion with murder, dominated a meeting yesterday of the Church-State Commission.

Publication of the new catechisms, one of which deals

with abortion in the same phrase as "war" and "terrorism," comes as the Government's Bill to legalise abortion in certain limited cases is still awaiting parliamentary approval.

The row foreshadows a debate next month on an education Bill, in which the main argument will focus on relations between the state and state-supported private schools. Catholic schools, which make up the bulk of private schools in Spain, are attended by about

22 per cent of children between six and 14.

The right-wing parliamentary opposition is challenging the whole Bill, including financing provisions based on the direct payment by the state of school-teachers' salaries. State funds for private schools this year are budgeted at around Pta 75bn (€330m). Although the Socialists have a large enough majority to ensure passage of the Bill, the Popular Alliance opposition plans to take the issue to the Constitutional Court.

The education issue is perceived as the biggest challenge facing the church in its bid to maintain influence. Spain's bishops claim their right to determine the content of school courses is protected by 1875 agreements between the state and the Vatican.

Sr Jose Maria Maravall, the Education Minister, on the other hand, has expressed his determination to rid the school system of the kind of indoctrination that was characteristic of the Franco era.

Polish church-state relations improving

BY CHRISTOPHER BOSINSKI IN WARSAW

RELATIONS between church and state in Poland are showing signs of improvement, but clashes between the two sides on issues like official opposition to crosses hung in schools are likely to continue. A communiqué following Monday's four-hour meeting of the church-state committee said "relations on basic matters are developing well."

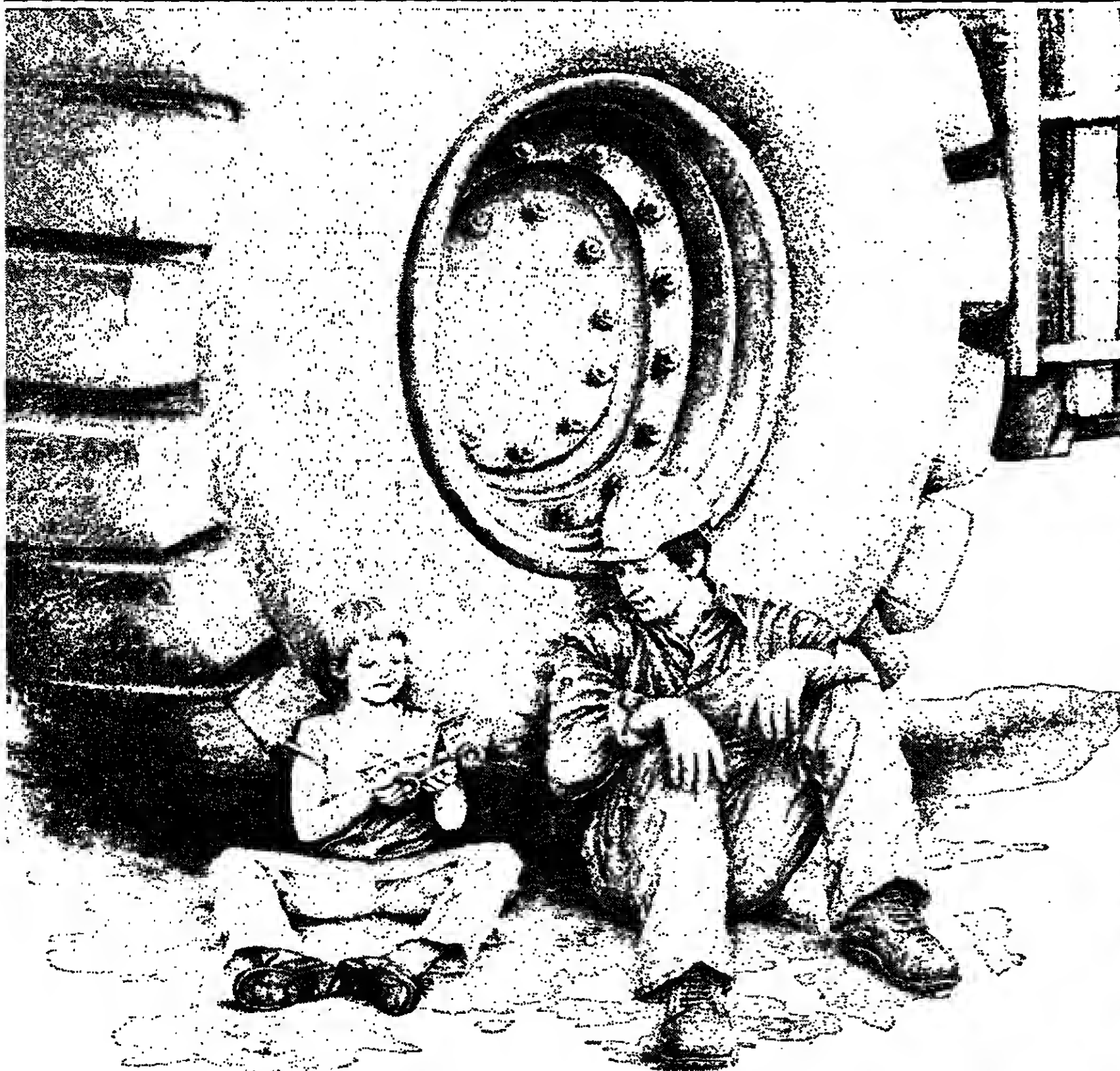
In another sign of improvement yesterday, Cardinal Jozef Glemp, the Polish Primate, expressed the hope that a church scheme to channel Western aid to agriculture would go ahead. He and Gen Wojciech Jaruzelski, the Polish leader, are expected to meet once the Primate has returned from a six-week stay in Rome.

The cardinal met Mr Roman

Malinowski, a Deputy Premier and head of the small Peasants party, on Monday to discuss the aid scheme under which some DM 5bn (€1.25bn) raised by Western churches would be distributed to farmers over a number of years. Gen Jaruzelski has given a go-ahead in principle for the controversial scheme which runs quite contrary to East European dogma

on private farming.

Delays in talks among experts have given rise to fears that the general's commitment was being withdrawn. However, in the meeting with Mr Malinowski, who would not have displayed public interest without Gen Jaruzelski's approval, the Primate was assured that work preparing the scheme would be speeded up.



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EUROPEAN NEWS

CDU sharpshooter takes aim at Left's position on missiles

BY JAMES BUCHAN IN BONN

Moscow presses hard for change in Bonn policy

HERR HEINER GEISLER, the general secretary of West Germany's ruling Christian Democrat (CDU) party, looks a little like the actor Lee Marvin. He is currently in the front line of the country's debate about deployment of new nuclear missiles—and his arguments are the rhetorical equivalent of a six-gun.

Herr Geissler, 53, is happy on the political frontier, fulfilling those messy but necessary tasks that the good citizens of the township, such as Chancellor Helmut Kohl, the CDU chairman, prefer not to hear about. Occasionally, when taxed with breaching West Germany's rather small-town standards of political decency, Herr Geissler allows his hang-dog features to relax into a smile: "This isn't the time for democrats to be timid and easy-going," he says.

It was Herr Geissler, the No 2 man in the CDU since 1977, who earlier this year compared the German "peace movement" against the Nato missiles with the pacifists of the 1930s. These, he said, had made Auschwitz possible.

This was a bit hard since many German pacifists perished in concentration camps, and

THE SOVIET UNION made clear yesterday that it intends to stick to its strategy of fostering European support for its earlier disarmament proposals, rather than match the U.S. concessions laid out by President Ronald Reagan in his speech on Monday to the United Nations, writes David Buchanan.

It has dismissed the Reagan proposals as "gross distortions of generally known facts, demagoguery, disinformation and blatant lies."

Tass, the Soviet news agency, yesterday switched focus to West Germany, where it is said the poor showing of Christian Democrats in Hesse and Bremen regional elections were further proof of the unpopularity of the Kohl Government's support for U.S. missile deployment.

The Reagan concessions evidently do not go far enough for the Kremlin—certainly not for it to abandon its position of flat opposition to deployment of any U.S. missiles at a time when this position is gaining some support in West Germany.

Far from giving up when Chancellor Helmut Kohl and his conservative coalition won a big majority in the March general election, the Soviet leadership and media have redoubled efforts to encourage the swing in defence policy taking place in the opposition Social Democrat Party (SPD).

Despite further souring of the East-West climate by the

destruction of the South Korean airliner, Herr Hans-Jochen Vogel, parliamentary leader of the SPD, has now come out in favour of President Yuri Andropov's proposal that the Soviet Union cut its SS-20 missiles to the level held by Britain and France, without any new U.S. ones.

Given that it is still playing to European, in particular West German, public opinion, the Kremlin has had belatedly to devise a strategy to limit political damage from the Korean airliner incident.

The pattern in this has now become clear. The top military brass, from Marshal Nikolai Ogarkov, the chief of staff, has been "deployed" out front, to explain at an unusual series of news conferences the Soviet version of what happened, to justify the shooting and to make the counter-allegations of espionage against the U.S.

A second echelon of journalists, commentators, civilian party officials has been authorised to convey, amid a confusing welter of hints and retractions, the impression that the airliner shooting was the work of the military, not its political bosses. To complete their "distancing" from the incident, members of the Politburo, including even Marshal Dmitri Ustinov, the Defence Minister, have stayed silent about it publicly.

been labelled as spies and saboteurs.

However, so far only Herr Geissler has answered the letter. Herr Kohl, who looks for agreement, not conflict, and has a better feel for how such remarks go down, is not over-happy with his lieutenant's methods but has refused to restrain him.

Herr Geissler belongs to the small circle around the chancellor known as the "Mainz mafia," having served there as minister when Herr Kohl was prime minister of the state of Rhineland-Palatinate. Both men are Roman Catholics, but Herr Geissler has a Jesuitical fondness for taking arguments to distant ends. "He cannot imagine anyone should not agree with his arguments," a friend says. For a couple of years up to the beginning of 1982, party chairman and general secretary were scarcely on speaking terms.

Herr Kohl, in public at least, tends to pooh-pooh the possibility of a "hot autumn" of opposition to missile deployment if the current U.S.-Soviet negotiations produce no result by the deadline in November. However, with at least 1m

people likely to demonstrate against the missiles next month, Herr Geissler thinks the Government must go on the offensive. "The arguments for defence have been lost in many circles in the country, and it's partly because the SPD did not do its duty," he said in an interview.

Herr Geissler argues that the SPD, by withdrawing from the Schmidt position and accepting, as of last Friday, the Soviet argument that deployment of U.S. missiles is unnecessary because of British and French forces, is making such talk "respectable."

"Revolutions today are not made by capturing railway stations or telegraph offices but by words," he says.

He also says that an SPD No to deployment is only a "first stage" to pulling Germany out of Nato. While even Herr Schmidt would vigorously deny this, Herr Geissler seems to want to tell the many Germans with misgivings about deployment with a neutralist brush.

It is an open question whether Herr Geissler is really helping Herr Schmidt or Herr Vogel restrain grass-roots SPD pressure to say No to deployment even before the negotiations are finished. Already six state parties have come out



Herr Geissler... happy on political frontier

against deployment, including Herr Schmidt's Hamburg, and even the conservative Berlin party needed a mighty effort from Herr Vogel on Sunday to be persuaded to wait a little before saying No. Another question is whether Herr Geissler's "intellectual civil war," as the SPD calls it, is really helping the Government prevent heat building up beneath a "hot autumn."

But Herr Geissler tends to shoot first and ask questions later.

French newspaper readers tire of too much pride and prejudice

BY DAVID HOUSEGO IN PARIS

"WE ARE sorry, dear readers," wrote the French daily Le Matin in a front page editorial on Monday in the wake of the 1983 strike when the paper was absent from the bookstalls because of a strike, "not to have been with you for 48 hours."

It added that production had been stopped by a journalists' strike in response to management plans to make drastic cost savings, including cuts in editorial staff. "We are facing a crisis," the paper said. Not only it but a number of other papers were in financial difficulties.

President Georges Pompidou in the early 1970s had his own simple answer to the problems of the French Press. He told a gathering of newspaper directors that France needed only four national papers: "Two in the morning and two in the evening, two for those who go by Metro and two for those who go by taxi." (M Pompidou's friends say that he meant Le Monde and Le Figaro for the taxi travellers and Le Parisien Libere and France-Soir for those who go by Metro).

Many observers believe that M Pompidou was fundamentally right. But a Socialist administration would be unlikely to permit a shake-out that would bring a further concentration of ownership and diminish the plurality of views.

The readership of daily papers in France has been steadily falling since the war with total circulation down to 9.3m in 1982, compared with 12.4m in 1970 and 15m in 1946. The biggest losses have been suffered by the major Paris dailies whose total circulation fell 25 per cent between 1975 and 1981, compared with a 3 per cent fall for the provincial Press.

Advertising revenue has also been sharply falling, a casualty to either television or the

dramatic growth of the weekly magazines, including serious ones like Le Nouvel Observateur, Le Point and L'Express. The only way that newspapers have been able to fight this trend has been to launch their own colour supplements as the conservative newspapers Le Figaro and France-Soir have done.

Le Monde thought of doing the same this year but a project for a colour magazine was turned down by its journalists.

Le Monde

Lists as being out of character with the paper.

Virtually all the national papers are making losses. The most dramatic has been Le Monde's move into the red with a deficit last year of FFfr 17.7m (£1.5m), largely due to the loss of some 35,000 readers—9 per cent of its circulation. It expects a further similar deficit this year.

The pro-Socialist Le Matin, with an estimated circulation last year of 178,000 (French papers are reticent in giving figures) is the most fragile. It changed editors in 1982, closed down regional editions, and cut staff but still lost some FFfr 10m. Its criticisms of the Government

LE FIGARO

ment displeased Socialist loyalists while failing to win new readers.

Le Monde, the one French paper with international stature, has a circulation of 400,000 and has also been trimming its costs. It has cut editorial expenses and bonuses, encouraged early retirement and will soon ask journalists for further sacrifices. But it is seeking to preserve the breadth of its foreign coverage—one of its

major strengths. The loss of readership has been among the young and executive class, who are disaffected with politics, international affairs, and ideology, says M Andre Laurens, the editor-in-chief.

It has lost ground in part because of two mistakes it made years ago—failing to make the switch to being a morning paper and investing heavily in printing facilities in Paris which have deprived it of the speed of delivery of its rivals who send editions by facsimile to the major provincial cities.

Le Monde suffers from the sin of pride, says another editor. Many of the readers who left Le Monde have turned to Liberation, circulation 100,000. From being an irreverent, anarchic broadsheet of the young and offbeat, its editor, M Serge July, now flaunts the ambition of making it "the major morning newspaper of information." Liberation's sales have shot up—in the first six months of the year, its sales in the Paris region were over 40 per cent up on a year ago.

Also making gains in circulation, though far more modestly, is the polemical Right wing Le Quotidien de Paris (75,000). M Philippe Tesson, its owner and editor-in-chief, has no ambitions to provide a Journal of record. What pleases him he says, is to bring out a paper "that gives Francois Mitterrand a pain in the stomach and makes the mediocrities around him recoil in fear."

Printed in tabloid form with arresting headlines ("Hell Gromyko" when the Soviet Foreign Minister recently arrived in Paris), M Tesson sees his audience as the "liberal, forward looking" right. Sales jumped after the Socialists came to power but have since fallen.

The other major Right wing

daily, Le Figaro (336,000) is unremitting in its crusade against the Government. Its chairman, M Andre Audinot, reflects the views of Catholic, conservative France when he says that President Mitterrand has brought Communists into the Government "which he need not have done" and is "inflicting on France a more and more Marxist policy." Adds M Jean Mot, a director of the paper, "we are fiercely in opposition."

Le Figaro is the flagship of the Hersant group of newspapers—the largest in France—including France Soir (429,000) and several provincial dailies. It accuses the Government of curbing the liberty of the Press by harassing the Hersant papers with legal suits, tax claims and—in the summer—discriminatory action in preventing Le Figaro from raising its cover price. Le Figaro's innovations have been in its acerbic head-

lines and its large glossy weekly colour magazines. Its reporting tends to be official and dull.

The financial squeeze on newspapers would have been worse if friendly benefactors had not stepped in to help. Liberation got a cash injection last year from a group of industrialists that included M Jean Riboud, president of the Schlumberger oil and electronics group, and a friend of M Mitterrand, France-Soir,

making heavy losses, was for sale in 1981 before unknown well-wishers provided funds that have preserved it for the Right.


L'Humanite (140,000) the Community Party daily, has also had to cut editorial staff but is backed by party funds.

But newspapers in France also benefit from government support in a way inconceivable in Britain. For years the budget has provided direct grants to newspapers with small circula-

tion—at one time L'Humanite, Liberation and La Croix have all been beneficiaries.


One problem the French Press does not face is union opposition to changes in printing technology. The Communist-controlled print union, the Syndicat du Livre, decided six years ago that it would have to adapt. French papers are thus blessed with a technology more up to date than most in Fleet Street.

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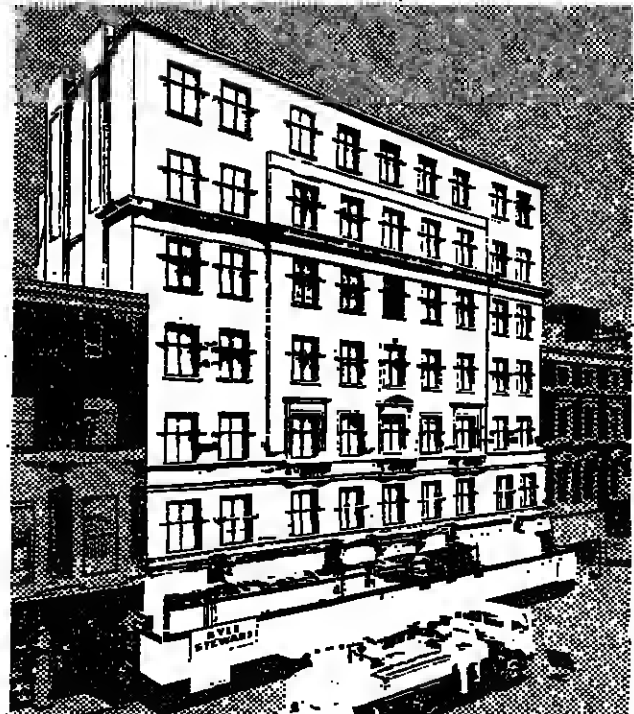
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AMERICAN AND OVERSEAS NEWS

Bigger role for World Bank urged by Clausen

BY STEWART FLEMING IN WASHINGTON

MR A. W. CLAUSEN, President of the World Bank, called yesterday for a bigger role for the development institution in order to buttress the global economic recovery and offset the financial pressures facing developing countries.

Mr Clausen's remarks to the annual meeting of the World Bank and the International Monetary Fund followed the announcement that the development committee of 21 finance ministers has made progress towards increasing the capital of the World Bank.

But the outlook for the timing and size of an increase in the funding of the International Development Association (IDA) the soft loan arm of the World Bank, remains uncertain.

Privately, officials of the bank were expressing satisfaction yesterday that although the moves which the development committee made fell short of what the bank's management had been hoping for, broad agreement seems to have been reached on the scale and timing of a selective capital increase for the World Bank.

The development committee announced that "most members agreed to a selective increase of about \$8bn (\$5.5bn)" with details to be worked out by the end of this year.

The figure falls well short of the \$20bn which developing countries had been pressing for and is short of what the World Bank management had hinted it would like.

But it is well above the \$3bn which was also discussed, a figure believed to have been recommended by the U.S.

The bank's management has also been given the green light to make preparations for a general capital increase later, but this is tied to a fundamental review of the future role of the institution, at a time of a slowing down in both private, commercial and official development lending.

On the IDA, the development committee says only that "ministers recognised that the size of IDA should be agreed at a realistic level." The bank's management has been making



Clausen... plea for support

a case for a \$16bn increase in IDA funds, but a lower level of \$8bn is also being mentioned.

The go-ahead has been given, however, for detailed work on a \$750m increase in the capital of the International Finance Corporation (IFC) with the aim of expanding its capacity to make equity investments during the years 1984-88.

In his speech to the annual meeting, Mr Clausen urged that moves to boost the capital of the World Bank and the resources of the IDA are essential not only to help developing countries "struggle with problems of adjustment and debt" but also to contribute to the durability of the economic recovery.

He described the World Bank as an institution which is "underutilised," adding: "An institution in which the capital markets daily demonstrate their confidence is an institution which could and should intermediate much larger amounts."

And he argued strongly that government's must make a political commitment to increasing the resources of the IDA "in order to avoid a hiatus in IDA operations."

Even a \$16bn increase in IDA resources would provide only a marginal real increase for most of IDA's low-income borrowers and modest resources for China and India, he said.

Creditors agree \$11bn rescue package in principle but believe major hurdles are still to be overcome Bankers face uphill struggle to complete Brazil deal

BY PETER MONTAGNON IN WASHINGTON



MONDAY NIGHT'S curt announcement from Mr Jacques de Larosiere, that Brazil's creditors had agreed in principle to a new \$11bn (\$7.3bn) debt rescue package, will yield almost as much excitement among bankers at the IMF meeting here as the Australian victory in the America's Cup.

Most of the bankers were by that time deep into their second cocktail party of the evening, but the fact that the party circuit did not immediately switch to the same kind of champagne splashing exuberance as the Australian sailing club parties now being fished across U.S. television screens, reflects more than just the natural reserve of the banking profession.

For behind the relief that a package has finally been defined which will see Brazil through the end of next year, all the bankers concerned are aware of the uphill struggle which still lies ahead as they try to complete their side of the deal.

This will involve a \$6.5bn loan — the largest single borrowing ever arranged for a sovereign country in the Euromarkets and arguably the most critical international financial operation ever undertaken.

Mr de Larosiere has made it clear to Brazil's bank creditors that the country's economic adjustment programme will not be viable without this loan. If the banks fail to produce the cash it will be hard to avert a default on Brazil's \$90bn foreign debt.

The 14-bank advisory committee, chaired by Citibank, is already swinging into action at the IMF's annual meeting here. Bankers close to the committee hope to produce a detailed plan

BRAZIL'S NEW MONETARY NEEDS TO THE END OF 1984 (in \$bn)

Commercial bank loan	4.50
Refinancing of export credit through Paris Club	2.00
U.S. Eximbank credits	1.25
Other official credits	1.25
Total	11

for all bank creditors within the next two weeks setting out the terms of the \$6.5bn loan as well as conditions for the refinancing of some \$3bn in bank debt maturing next year, arrangements to maintain short-term trade lines to Brazil, and to ensure Brazilian banks continued access to the international money markets.

Some special roles have already been assigned to individual banks. Morgan Guaranty will handle the new loan facility, while Citibank will handle the rescheduling. Manufacturers Hanover is to co-ordinate the responses of the U.S. banks.

But privately several senior bankers admit there are a number of major hurdles to overcome before the package can be completed.

Considerable reserve remains among smaller banks. Their reluctance to lend to Brazil prompted the advisory committee to tell Mr de Larosiere that \$8bn was the maximum available from the market.

On Monday Mr de Larosiere asked the banks for nearly \$7bn and only after heated discussion was this figure whittled down to \$6.5bn. The balance is to be provided by an extra loan from the Inter-American Development Bank.

Monday's speech by Dr Fritz Leutwiler, president of the Bank for International Settlements, in which he said that commercial banks would have to write off some of their loans to developing countries, has been greeted with dismay by senior U.S. bankers.

They point out that support



De Larosiere... loans vital

from Continental European central bankers for the new package will be crucial to its success.

Doubts remain about the Brazilian Government's ability to push its new salary law limiting wages increases to 80 per cent of inflation through its congress.

The whole Brazilian debt rescue package, including its

\$4.8bn IMF loan, depends on this.

The IMF is waiting until mid-November before approving this loan as it will take that long for the congressional hurdle to be passed.

By then also the banks are supposed to have their package ready. The carrot for creditor banks is the knowledge that their consent to the new package will put Brazil securely back on the road to financial recovery after months of anguished worry.

Bankers on the advisory committee are hoping that this carrot will be tempting enough to get the loan package off the ground.

They believe that further help will come from Brazil's new central bank governor, S. Afonso Celso Pastore, who has made a highly positive impression on the financial community since his appointment earlier this month.

S. Pastore has shown that Brazil does have the determination to push its austerity programme through, said one banker.

"In any case," he added, "nobody believed that we could arrange a \$5bn loan for Mexico last winter. We managed that, and we'll manage this one too."

Reagan to step up campaign for IMF Bill

BY ANATOLE KALETSKY IN WASHINGTON

THE "unbreakable" commitment to the International Monetary Fund funding Bill through Congress will be the agreement reached on Monday morning to modify the amounts member countries can borrow from the Fund in future.

This is being viewed in the U.S. as a major victory over the developing countries and other Fund members which were calling for larger access to IMF resources.

Although there will be no reduction in any country's borrowing limits, and there could be increases of up to 25 per cent for some countries, the new formula is being presented by the U.S. media, at the behest of the U.S. Treasury, as a cut in resources available from the IMF.

As such it will reassure political quarters where the IMF isn't seen as a responsible organisation, said Mr Donald Regan, the U.S. Treasury

Secretary.

However, there is still little or no prospect of the IMF Bill being passed much before the middle of November, when Congress breaks up for its Thanksgiving recess.

Although President Reagan yesterday denounced the "political posturing and unreasonable demands" coming from Congress over the Bill, he will have to indulge in some political horse-trading to get the Bill through, according to congressional officials.

The Administration's public relations success in limiting the access to IMF funds by developing countries may help to impress a handful of the right-wing opponents of the IMF Bill but unless he can muster a clear majority for the Bill among his own Republican Party, the President will have to make concessions to the Democrats as well.

Reagan... denounced political posturing



Reagan... denounced political posturing

De Larosiere says debt problems will continue

BY MAX WILKINSON IN WASHINGTON

THE PROBLEMS of the world's debtor nations will continue for a long time in spite of recent signs of recovery, Mr Jacques de Larosiere, managing director of the International Monetary Fund, said yesterday.

He told the opening session of the Fund's annual meeting in Washington that a "long period of convalescence" would be necessary before the economies of the heavily indebted countries were restored to health.

He emphasised that it was essential for the stability of the international system that the IMF continue to play a major part in helping debtor countries to adjust their economies.

He said it was a complete misunderstanding of the Fund's role to think that it imposed conditions which restricted recovery.

The adjustment of these countries would have to take place anyway, he said. "The choice is not adjustment or growth, it is a choice between adjustment or more inflation and higher unemployment."

Mr de Larosiere said that industrial production in the seven major industrial countries was estimated to be some 6 per cent higher in July than it was in December last year and the total output in the industrial world was now expanding at the rate of about 3 per cent to 4 per cent a year.

The recovery, led by the U.S., was having a beneficial impact on world commodities and on the growth of world trade. Commodity prices in August were 14 per cent higher than the depressed levels towards the end of last year.

Israeli concern on foreign debt

BY DAVID LENNON IN TEL AVIV

THE POLITICAL crisis in Israel caused by the budget legislation of Mr Menachem Begin, when he was Prime Minister, is contributing to a deepening of the economic difficulties facing the country.

The news that the foreign debt grew in the first half of the year by \$550m to a record \$21.5bn has set alarm bells ringing within the Bank of Israel, the central bank. Officials say that though the increase is a relatively mild 2.5 per cent, it does indicate that the economy is still going in the wrong direction.

Budget cuts which were approved by the Cabinet more than six weeks ago have not been implemented. This is because of opposition from the Tami Party, one of the junior coalition partners which Mr Yitzhak Shamir is trying to keep in his planned new coalition.

There is some concern that the foreign currency reserves may be depleted to avoid expansion of borrowing abroad. Since July, the Bank of Israel has stopped taking out loans to cover the losses caused by the balance of payments deficit. This has resulted in a \$130m drop in foreign reserves during July and August.

At the Bank of Israel, officials say the country does not have a problem at present with its foreign debt, and they deny reports that debtors overseas are subjecting Israeli requests for loans to increasingly tough scrutiny.

But, they warn, if the Government does not cut public spending and curb private consumption, then the situation will become more serious every month. If there are no cuts in the budget, then Israel will

face real problems in a year or two, the bank officials say.

Worried by the failure of the Government to implement the cuts approved last month, the officials claim that the politicians apparently fail to understand that the economy does not stand still while the political parties try to reach a new coalition agreement.

Yesterday, leaders of the ruling Likud bloc again met representatives to the opposition Labour Party to discuss the possibility of forming a national unity government.

The economy was one of the main topics at the meeting, and there was little disagreement between the two rival parties over the need to take strong steps to curb inflation and reduce the balance of payments deficit.

They all agreed with the recent IMF report that there must be cuts in public spending, a decrease in domestic consumption, and that measures must be taken to make exports cheaper and imports more expensive. It is not so certain whether the parties also agreed that the first step in this direction must be to get rid of Mr Yoram Aridor, the Finance Minister, who had presided over the economic decline.

However, even if Likud and Labour can agree on a common economic and social policy, they remain deeply divided over policy towards the West Bank.

Following the first coalition talks on Monday night, both sides said that the greatest problem between them concerned the policy of settlements in the West Bank.

Venezuela to speed payments

By Kim Fued in Caracas

THE VENEZUELAN Government has finally opened the way to limited payment of the country's estimated \$8bn private sector foreign debt at preferential exchange rates.

A 10-article decree issued allows private companies to repay principal and interest on their financial debts at 430 bolivar per dollar rate up to the end of the year, pending approval by a commission headed by the exchange controls office (recadi).

The decree is seen as a stopgap measure to bring about \$400m in overdue private sector interest payments up to date as demanded by international bankers.

Nicaragua rebels launch new offensive in north

BY TIM COONE IN MANAGUA

RIGHT-WING guerrilla forces have again succeeded in damaging an important road bridge in the north of Nicaragua on a main commercial route to Honduras.

The 100-metre-long bridge crosses a deep valley a few miles south of the town of Ocotal, and was damaged by explosives on Monday morning.

The assault was launched simultaneously with a number of other attacks on towns and villages in the Nueva Segovia and Madriz departments, including the main town of Ocotal with a population of some 20,000 people.

The guerrilla organisation UDN-

FARN, which has previously operated from Costa Rica in the south, was apparently responsible. Unconfirmed reports say that the leader of the UDN-FARN - Fernando "El Negro" Chamorro - was killed during an attack at the border crossing of El Espino, which, after the damage to the Ocotal bridge, is now the only border crossing for vehicles into Honduras from Nicaragua.

Rebels based in Honduras seized El Espino in stiff night fighting with mortars and other heavy weapons. Government troops here prepared to counter-attack against the rebels early on Tuesday, AP reports from Somoto.

Sethback for Canadian reactor

By Nicholas Hirst in Toronto

THE CANADIAN, designed and built by Atomic Energy of Canada Ltd, nuclear reactor system has received a new blow in its prestige. Preliminary inspection of a pressure tube which suffered a catastrophic failure at the Pickering power station in Ontario last month has shown it is unlikely the accident was caused by a unique event.

Officials of Atomic Energy of Canada and Ontario Hydro, which operates the reactor in which the rupture occurred, had hoped it would turn out to be caused by a foreign object left in the reactor when it was constructed.

But investigations at AEC's Chalk River laboratory have shown that the cracked pressure tube had 18 little blisters on the outside. The crack which caused the tube to fail starts at one of the blisters.

Mr William Morrison, director of design and development at Ontario Hydro, said the blisters contained zirconium hydrides, which made the metal much more brittle and prone to cracking under stress.

Ontario Hydro officials now wonder whether they will have to replace all 396 tubes in the first two reactors installed at the Pickering power station. The other three working reactors at the station have a different form of zirconium alloy in their tubes.



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OVERSEAS NEWS

Michael Holman, recently in Harare, looks at the context of the air force officers' case

Why Zimbabwe's problems are black and white

"ASK THE average white businessman in Zimbabwe whether he is more perturbed by electrodes on air force officers or by price controls and labour regulations," said one long-time white resident, "and it will be the latter that produces the gloomy thoughts about emigration."

For all the furore abroad, the case of the six white air force officers, tortured in detention, acquitted of sabotage charges by a black High Court judge and then promptly rearrested (though three were eventually released), the impact in Zimbabwe itself has been very different. Both in Government and in the white-dominated business community, other preoccupations are paramount.

That is not to say that the affair is regarded with indifference. When Mr Robert Mugabe, the Prime Minister, accused Britain last weekend of interfering in the country's domestic affairs, he showed he was not only unrepentant, but also profoundly annoyed by the outcry. He and his Government are convinced that the international concern stems largely from the officers' colour, rather than from any wider human rights considerations.

For the dwindling white community, whose morale is already sagging, the case is unsettling, but they have more immediate worries.

The community, down to around 140,000 from a mid 1970s peak of 270,000 and leaving at the rate of between 15,000 and 20,000 a year, is more concerned about what it sees as falling health and educational standards, allied with doubts about career prospects for white children in black-ruled Zimbabwe.

For the Government, the consequences of the air force case may be felt when the U.S. and Britain, Zimbabwe's two largest aid donors, review next year's level of support. But the international outrage of past weeks is a comparatively minor matter compared with economic, security and internal party issues which increasingly concern it. Indeed, this is one reason why the Government initially underestimated the international reaction.

On the economic front, the authorities face an embarrassing gap



Mr Robert Mugabe: 'misjudged reaction'

between the aspirations at independence and the tough measures forced upon them by the worst drought for at least 50 years, the recession in the West and the need to comply with the terms of an SDR 300m (\$316m) International Monetary Fund (IMF) programme.

The removal of food subsidies, one of the IMF conditions for the loan, has seen the price of bread rise this month by 25 per cent, milk by 50 per cent and maize meal, the staple food, by 40 per cent.

The 90,000 school leavers who come on to the market each year are finding few jobs in an economy which grew by only 3 per cent last year (outpaced by a 3.6 per cent population growth) and is expected to decline by at least 3 per cent this year.

As sensitive as food prices is the slow pace of resettlement of peasant farmers presently living on the overcrowded communal lands. The Government's target is to move 162,000 families (about 1m people) by 1985 on to land previously owned by white farmers who have sold to the state. In the three years since independence, only 20,000 families

have been resettled, a rate which barely keeps up with the population increase.

These issues are bound to be raised at a forthcoming election which is at least as important as the parliamentary polls likely to be held by the end of next year.

In May, 20 years after its inaugural conference, Mr Robert Mugabe's ruling Zanu party plans to hold its first full congress at which seats on the central committee will be at stake. The outcome is critical for the central committee may well become the main policy-making body of the Government, with supremacy over the cabinet.

It is at this congress, scheduled to be held in Gweru, that the Government will have to defend its decision to implement the IMF package, and they know they will get a rough ride. It is far from certain that the Minister of Finance, Dr Bernard Chidzero, a technocrat rather than a politician, will win a place on the committee.

Meanwhile, the security problem in Matabeleland, scene of the killing or maltreatment of over 1,000 civilians by the national army's North Korean-trained Fifth Brigade in their campaign against anti-Government dissidents, remains. Dissident activity is sporadic but still disrupts economic activity, including the 700 commercial farmers in the area, and normal life in the regions.

The redeployment of the Fifth Brigade in the province earlier this month suggests that the Government has yet to bring the problem under control. As long as tensions remain in Matabeleland, stronghold of Mr Joshua Nkomo's Zanu party, the prospects of a merger between Zanu and Zanu and a more stable country, are remote.

It is a disquieting list: food prices, jobs, land, security - not to mention other post-independence problems such as the loss of some of the best talents in the civil service, black and white, to the private sector.

If the Zimbabwe Government has handled the air force case badly - and even its staunchest sympathisers here agree that it has - at least part of the explanation is its preoccupation with a formidable set of other problems.

Ministers lose seats in Kenyan election

By Michael Holman in Nairobi
FOUR Kenyan ministers have so far lost their seats with a little over half the results announced in the country's general election, in what appears to be the lowest voter turnout in a poll since independence in 1963.

The outcome may well prove a disappointment for President Daniel arap Moi who, in calling the election a year earlier than necessary and in making corruption and loyalty the key issue, had been seeking a strong personal mandate.

If the final figures confirm the early indications, he has instead been met by widespread apathy and no clear trend in voter preferences, despite a four month campaign by the politicians.

In constituencies in the capital, Nairobi, and in Mombasa, the country's second largest city, turnout was around 30 per cent. Although higher in rural areas the overall figure is currently running at 47 per cent, the lowest poll in Kenya's five general elections.

Among the ministers who lost were Dr Manyua Waiyaki (Agriculture), Mr G.G. Garinko (Land), and Mr Titus Mbatia (Labour).

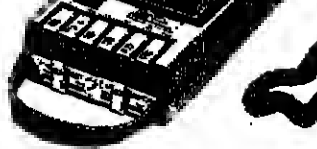
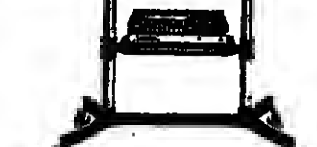
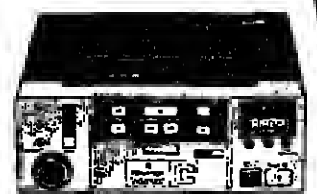
Dr Waiyaki, MP for Mathare since 1969, was standing in the country's largest constituency, a shanty area on the outskirts of Nairobi with 120,000 voters. Only 27 per cent turned out, however. Dr Waiyaki was defeated by Mr Andrew Ngunja, a former Nairobi mayor.

Voters appear to have been influenced by constituency issues rather than the candidates' perceived relationship with the President.

Thus the defeat of Mr G.G. Kariki, a minister thought to be out of favour with Mr Moi, is offset by the failure of Mr John Koen, an assistant minister thought to be close to the President, to win re-election.

It had also been thought that politicians too closely associated with Mr Charles Njonjo, the former Minister of Constitutional Affairs dismissed by Mr Moi earlier this year, would lose out at the poll.

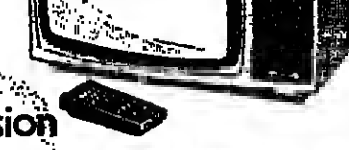
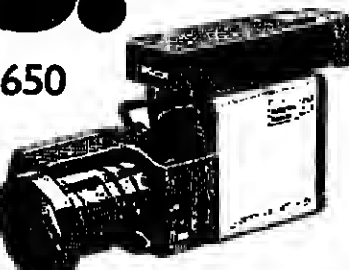
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WORLD TRADE NEWS

EEC uncertain over policy in Japan

BY PAUL CHEESBRIGHT IN BRUSSELS

THE EEC is plagued by uncertainties about the policy it should adopt towards Japan. Officials from the Commission are mulling over the inconclusive results of meetings held with the Japanese Government in Tokyo last week and may present recommendations to the Council of Ministers next month.

But it has become clear, in the estimate of officials in Brussels, that the twin aims of policy towards Japan are not producing marked results. These aims are to reduce Japanese sales in the EEC and open up the Japanese market for EEC products.

The accompanying table shows that, in spite of Japanese undertakings to exercise moderation in the sale of sensitive products to the EEC, the general trend so far has been upwards. Officials remain sceptical of the validity of the Japanese assurance last week that by the end of the year the figure will show that restraint has been noticeably evident.

The broad figures disguise movements in specific markets over the first seven months of this year compared with last. Although the import of video cassette recorders in France dropped by 43.7 per cent following unilateral restraints, they rose 36.2 per cent in the Netherlands.

Although the overall level of Japanese sales in the EEC rose only 1 per cent, there was a 63 per cent increase in Belgium. France has imported 40.3 per cent more forklift trucks and the level of Japanese quartz watches in Ireland has risen 766 per cent.

Overall Japanese exports to the EEC are running 7 per cent higher than last year and if the trend is sustained until the end of the year the EEC trade deficit with Japan is expected to be \$12bn (\$8bn) on EEC figures and \$10bn on Japanese calculations.

Despite warnings that protectionist pressures are building in the EEC there is no joint political approach developing towards a more restrictive import policy. This has been evident on the specific case of compact audio discs developed by Philips.

The Commission has been given a mandate to explore with Japan the cost it would have to pay in compensation for increasing tariffs on the products. But West Germany and Denmark are said to be opposed to any special measures of this type. In any case, Japan has

SENSITIVE JAPANESE EXPORTS TO THE EEC

% CHANGE—1983 first 7 months over same period of 1982	
Cars	+23
Colour TVs	+1
TV tubes	+4
Machining centres	+1
Forklift trucks	+25
Audio cassette decks	+18
Quartz watches	+120
Motorcycles	+12
Video cassette recorders	-10
Lathes	-8

Source: Japanese official statistics

apparently sought to avoid any discussion of the issue.

As far as the opening of the Japanese market is concerned, officials are doubtful whether any package designed to increase imports will work any better than its predecessors.

Chinese may buy Acorn computers

By Jason Crisp

THE BBC microcomputer may shortly be sold to China. The Peking Government is currently evaluating the system developed by Britain by Acorn. If successful it will be the second British developed microcomputer to be sold in China. Sioclar Research is to provide China with its low cost ZX81 and Spectrum computers in kit form.

The Acorn computer is being offered to the Chinese by Wong Electronics, a Hong Kong-based company. Wong is a major subcontractor for Acorn and has announced a US\$45m (\$30m) order from Acorn to build the computers for the U.S. market.

Acorn, which is to float 10 per cent of its equity on the London Unlisted Securities Market this week, is about to enter the U.S. market. Acorn is specifically aiming at the education sector. The computer will sell in the U.S. for \$895, including a disc drive, voice synthesis and a networking facility. It faces very strong competition from Apple, Commodore, Tandy and IBM.

Wong has been a subcontractor of Acorn and a number of other electronics groups including U.S. companies such as Atari, Coleco and Osborne. By the end of next year, Acorn products will account for 25 to 30 per cent of Wong's turnover.

France accepts cars with part-Japanese content

BY KENNETH GOODING, MOTOR INDUSTRY CORRESPONDENT

THE FRENCH Government has dropped its plans to take action against vehicles, such as BL's Triumph Acclaim car, with part-Japanese content.

The French indicated last month that they believed 40 per cent of the Acclaim was Japanese and that from next year 40 per cent of Acclaim sales would be counted as part of the unofficial quota which limits Japanese car sales to under 3 per cent of the French market.

The action was seen in Britain as not directly aimed at BL or the Acclaim but as another attempt by the French to discourage Japanese investment in Europe.

The timing of the French move was thought to have something to do with the pressure the British Government has been putting on Nissan, the Datsun car group, to make up its mind about building a car assembly plant in Britain.

There is also a long list of other part-Japanese vehicles, including the joint Honda-BL executive car code-named XX and the recently introduced Alfa Romeo-Nissan saloon, the Alfa, to be launched in Europe in the next few years.

M. Laurent Fabius, the French Industry Minister, said in talks

this week with Mr Cecil Parkinson, UK Trade and Industry Secretary, that his Government now agreed the Acclaim was a European car.

As a result, the British are now certain the Acclaim will not be counted against the Japanese import quota imposed by the French.

The Trade and Industry Department is also convinced that the French now clearly understand the impact their move against part-Japanese vehicles might have had on the EEC's objective of attracting inward manufacturing investment from countries such as Japan and the U.S.

Sharp rise in anti-dumping complaints

EUROPEAN INDUSTRY is making increasing use of the EEC anti-dumping policy, according to a European Commission report submitted to the European Parliament. The number of investigations has climbed steadily over the past three years, writes Paul Cheswright.

Last year 58 investigations into allegedly unfair trading practices of EEC suppliers

were started, against 48 in 1981 and 25 in 1980.

The increasing number of actions reflects the strains felt in industry faced both by intense foreign competition and the recession. The experience in the EEC mirrors the use in the U.S. of trade complaint legislation by industry, most notably over the past two years by steel companies.

The major part of the EEC investigations was set off by the chemical industry, the Commission said in its report. The sector has one of the best organised and vigorous lobbies in Brussels.

Other significant sources of complaints were the mechanical engineering and iron and steel industries.

In all, EEC investigations involved 32 countries, but the

U.S. was the largest single focus of complaints, with 21 cases, followed by Czechoslovakia with 13 and East Germany with 12. Disputes about what constitutes unfair trading have been a significant cause in the recent tightening of U.S.-EEC relations.

Cases lead to the definitive imposition of 28 duties 1980-82.

Japan to control robot exports to USSR

BY DAVID SUCHAN, EAST EUROPE CORRESPONDENT

JAPAN has decided to control the export of sophisticated industrial robots to the Soviet bloc, a move warmly welcomed by the Reagan Administration as paving the way to wider robot controls in the multinational CoCom organisation.

The Nakasone Government's decision is unilateral and, according to reports from Tokyo, the new controls on robot sales will be written into Japanese law by late November. But it follows intense pressure from Washington on its allies to stem the flow to the Soviet bloc of a fast-developing first technology which is seen as the answer to a key Soviet weakness—a general inability to manufacture goods in large quantity at high quality.

U.S. officials have argued that robots are of strategic importance and are increasingly used in machining components for jet engines. Yet robots are not on the multilateral CoCom control list, though sales of the more rudimentary "first" generation numerically controlled machines have been restricted for some years.

The U.S. made no headway in getting robots controlled in the first round of the current CoCom list review which ended in July, mainly because the heavy commercial interests which block the sale of robots to the West Germany now have in robotics. But the Nakasone government has shown itself increasingly receptive to Washington's strategic trade arguments, apparently bolstered by the recent defection of a KGB agent who revealed that Japan was the focus of considerable Soviet industrial spying efforts.

Early signs of a Japanese policy switch on robots came before the recent demise of the South Korean airliner, but that event will only have confirmed the Tokyo Government in its new, tougher trade stance.

CoCom did agree this year to put large floating docks on its list of items embargoed to the Soviet bloc. The strategic issue here was clear-cut. A floating dock sold by Japan to the Soviet Union in 1978 ended up within a year in service with the Soviet Pacific Fleet in Vladivostok, just as a Scandinavian-supplied floating dock is now

Arabs to build Pakistan plant

By Mohamed Arafat in Islamabad

AL-GHURAIR Group of Dubai is to build a \$180m (\$120m) ammonia phosphate (DAP) plant at Thatta, in southern Pakistan.

The unit will go on stream within three years and produce 1,000 tonnes of DAP fertilizer daily. It will be the single largest project in the chemicals private sector. Most heavy chemicals units in Pakistan are state-owned.

The unit will bring Pakistan nearer to self-sufficiency in DAP fertilizer, which is largely imported and has a large market in the southern Punjab and Sind provinces. Pakistan's two major farming areas, Pakistan is already an exporter of urea.

Jellicoe mission to Malaysia aims to improve relationship

BY WONG SUI LONG IN KUALA LUMPUR

LORD JELlicoe's trade and investment mission to Malaysia, beginning Saturday, is seen by both Malaysian and British bankers as a significant move in forging a healthy and mature economic relationship.

Because it is the first top ranking mission to Malaysia following the lifting of the "Buy British Last" policy of Dr Mahathir in April, still leaves a sour taste among British businessmen and diplomats, but the message has been clearly brought home.

Malaysia seldom complains, but when they do, the suffering must be quite intolerable.

In protesting against what was considered to be the patronising and insensitive attitude of the British, towards Malaysia, the "Buy British Last" policy ironically underscored the enormous economic development in Malaysia and its Asian partners over the past two decades. It brought into focus the opportunities British companies had lost in what is a rapidly expanding market.

By and large, the trauma and acrimony suffered by British companies in Malaysia from the relentless pressure of the new economic policy has subsided. The rules of the game are now clear.

The plantations and tin mines are now Malaysianised, and British banks have given an undertaking to follow the same path.

Lord Jellicoe's mission represents the prospects of a new pattern of British investments, one in the form of technology and industrial-orientated goods that is welcomed by the Malaysian Government.

Despite the new economic policy, British investments have not fallen in absolute terms. These investments in some 200 Malaysian companies amount to close to \$1bn.

This is partly due to the pretty hefty revaluation of many of their assets, and partly because many British firms are ploughing back their profits for reinvestment.

The great majority of British subsidiaries in Malaysia have been highly successful—Dunlop (despite its trouble elsewhere), the Blue Circle group, Metal Box, Malayan Tobacco, Rothmans Malaysia, Guinness, Shell, ICI, and the Standard and Chartered Bank.

It was under which introduced the wonderful West African pollinating weevil, which has resulted in greatly improved yields on Malaysian palm oil estates.

Less has recently started making electronic components in Johore State.

DKB ECONOMIC REPORT

September 1983: Vol. 12, No. 9

Japan's economic recovery lacks vigor as domestic demand remains sluggish

Exports expanding, but...

Reflecting the recovery of overseas economies, Japanese exports have been expanding since January this year. The seasonally adjusted customs-cleared export volume index has been on the ascent, though erratically. The margin of decrease in the year-to-year value of exports on a U.S. dollar basis had been contracting since the start of this year and registered an increase of 0.5% in May followed by a substantial gain of 4.7% in June. Classified by destination, exports to the U.S. and the EC recorded increases of 17.2% and 13.7% respectively. Increased exports of automobiles and VCRs to the U.S. and cars and business machines to the EC contributed greatly to the expansion of the total for those regions.

On the other hand, imports on a U.S. dollar basis rose 3.0% in June over the previous year, the first increase since January 1982. The advance was due greatly to a temporary jump in aircraft purchases (up 333.4%). Excluding those, however, imports in June were down 0.2% from June 1982, suggesting that the undercurrent of imports is still sluggish.

An increase in exports and a decrease in imports are fueling Japan's trade surplus. Seasonally adjusted trade surplus in May ballooned to \$3,350 million, a substantial increase from April's \$2,770 million. The current account balance also has been well into the black, maintaining a level of \$2,000 million per annum in both April and May.

Domestic demand stagnant

It appears that mining and manufacturing production has entered a phase of gentle upswing (see Diagram). This is attributable for the most part to recovery of exports in the addition to progress in inventory adjustment. Production in May, which increased 0.2% after seasonal adjustment over the preceding month, saw a big gain in high-tech and export-oriented industries, such as automobiles and electronics.

Because Japan's industrial production depends heavily on

exports, which are sensitive to the trend of overseas economies and vulnerable to trade frictions, it is hard to tell whether the recovery of production will continue at the current high pace.

Plant and equipment investment by big corporations is showing signs of slackening while that by smaller businesses has already cooled off. Whereas capital investment by leading firms in fiscal 1982 was up 0.5% over the previous year, that in 1983 is projected to be down 0.4%, according to the Short-term Economic Survey of Principal Corporations conducted by the Bank of Japan in May. By size of manufacturer, investment for 1982 and 1983, actual and projected, is: big companies, up 3.7% and down 3.1%; medium-sized companies, down 4.7% and down 13.9%; and smaller companies, down 12.0% and down 18.7%.

Demand in the personal consumption sector is also showing signs of stagnation. In May housing starts were 11.2% fewer than in May 1982, remaining below the previous year's level for the third consecutive month. According to their seasonally adjusted value (see Diagram), starts in April and May lacked vigor and were barely able to sustain a level of one million units a year, far below the fiscal 1982 level of 1,170,000 units a year. The low level of starts is attributable to the completion of the construction of homes financed with lower-interest loans from the Housing Loan Corporation before the revision of lending terms. Housing construction financed with public loans decreased sharply (by 27.7%) in May compared with May 1982.

Stagnancy of personal consumption spending is evident in department store sales and retail consumption expenditure of all households, as shown in the household income and expenditure survey (see Diagram). Department store sales in May increased only 2.3% over the previous May, remaining at a low level continuously since April when the gain was 2.5%. Drinks and foodstuffs (up 4.7% from the previous year's level)

and women and children's clothing (up 3.3%) were relatively firm-toed while other categories were sluggish. Real consumption expenditure of all households, as shown in the household budget survey, leveled off after a surge from spring to summer last year, then dipped below the previous year's level in March this year for the first time since December 1981. Although it picked up slightly in April (1.8%), it dipped below the 1982 level again in May (0.9%). Thus personal consumption expenditure appears to have run out of steam.

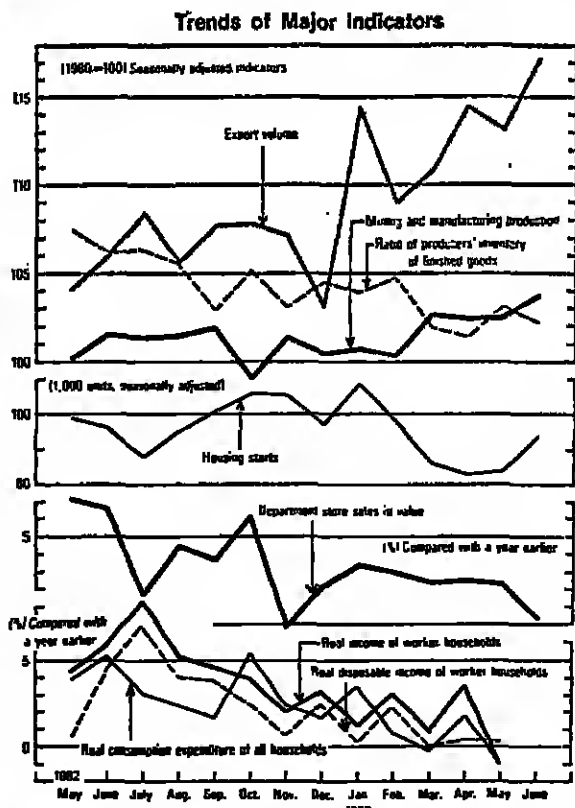
Sluggish consumption spending in May was attributable to a sharp decrease in car purchases as prospective buyers held back to wait for the extension of the interest-free installment car payment from two to three years for new cars purchased on or after July 1, 1983. It was also partly due to a decrease (32.9%) in tobacco purchases resulting from the price hike effective May 1.

Slack consumption spending could also be due in part to the cold weather that prevailed at the start of summer.

Basically, however, the slowdown in personal consumption spending is a result of the blunted growth of consumers' income. Since November 1982, the growth of real income and real disposable income of worker households has trended at a low level (see Diagram). The year-to-year increase in real wages tapered off from 4.0% in February to 2.9% in March to 1.9% in April and again to 0.8% in May. A substantial increase in personal consumption spending is unlikely in the future because the wage hike won by workers in this year's spring labor offensive was less than 4.5%, because it appears doubtful that the National Personnel Authority's wage-hike proposal for government employees will be put into effect, and because a meaningful income tax cut is impractical.

Steering of policy remains difficult

Is it possible, then, to stimulate domestic demand by



Sources: Ministry of Finance, "Trade Statistics"; MITI, "Trend of Mining and Manufacturing Production"; "Domestic Sales Statistics"; Ministry of Construction, "Housing Construction Statistics"; Prime Minister's Office, "Report on Household Budget Survey".

policy measures? As in the preceding fiscal year, public works spending is being stepped up, with the aim of concluding 72.5% of the entire year's contracts in the first half of the year. Public works contracts concluded by the end of May were 40.5% of the total and higher than the 39.0% concluded by the same date last year. However, the value of these contracts was ¥3 trillion smaller than in the preceding year. Although there are voices calling for an increase in public works investment for the entire fiscal year, this hardly appears feasible because the Government is under pressure to rehabilitate its deficit-ridden national finances.

The economic and fiscal situation being as they are, the Cabinet on July 12 set the ceiling for budgetary requests for fiscal 1984 10% below the ceiling for fiscal 1983. Although public works were exempt from this ceiling, a cut of 5% was still applied. That being the case, expansion of domestic demand by fiscal outlays appears unlikely.

In view of the fact that the yen's exchange rate still hovers around ¥230 to the dollar and that the bond market has become bearish, monetary authorities have not been able to seize on a time for lowering interest rates to stimulate the economy. The government is faced with many problems, as is seen in the indecision over an income tax cut and a pay increase for civil service employees.

Having run out of effective policy measures, what can the monetary authorities do now? They should give clear-cut direction in long-term economic management, the main cause of entrepreneurs' apprehension. The policy makers should tackle administrative reform and reduce the ¥100 trillion odd issues of national bonds in the face of mass redemption of bonds which will begin in a little more than a year. Both the Government and the private sector should make all-out efforts to engage these problems in earnest.

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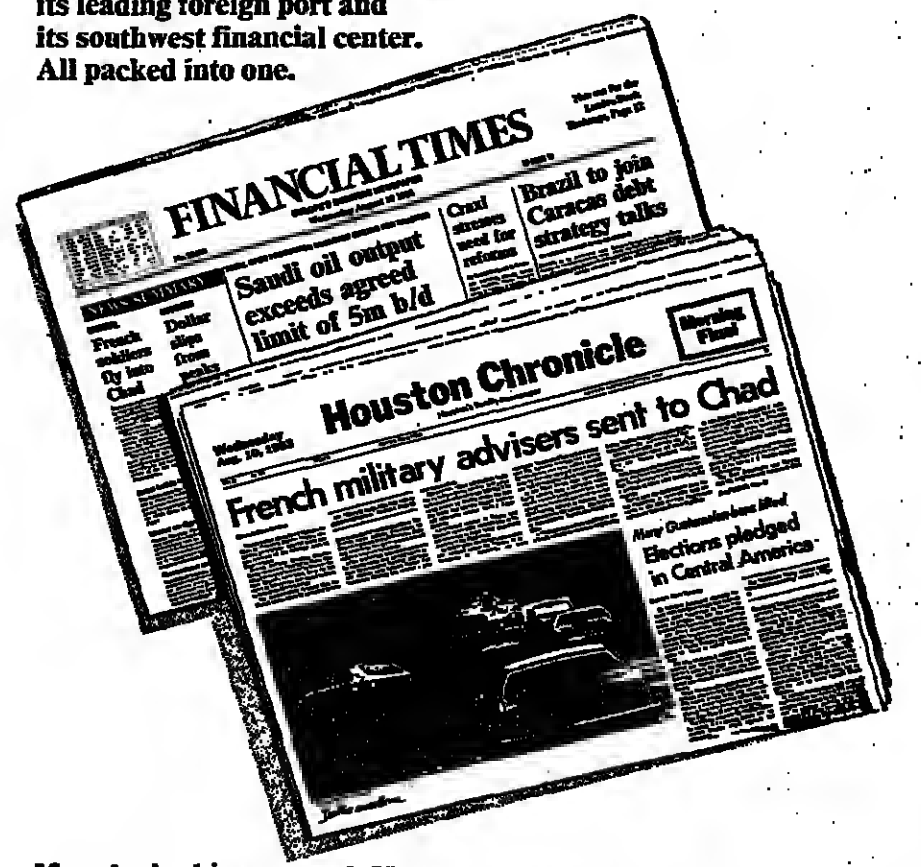
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UK NEWS

Coal pay talks open as NCB takes hard line

By John Lloyd and Mark Meredith

MINERWORKERS' leaders yesterday opened talks with the National Coal Board (NCB) on a "substantial" wage claim and announced a further drive to strengthen resistance to pit closures.

The talks, in which the National Union of Miners has not yet committed itself to a figure, come amid increasing signs that the NCB is tracking down hard on pit closures and discipline.

The NCB is apparently putting its Scottish area at the forefront of efforts to achieve greater productivity. It is taking an uncompromising stance, despite protests from the 14,000 Scottish miners and their unions, on issues such as working conditions and the future of the 14 area pits.

The National Coal Board has apparently put its Scottish area at the forefront of efforts to achieve greater productivity. The board has taken an uncompromising stance, despite protests from the 14,000 Scottish miners and their unions, on issues such as working conditions and the future of the 14 area pits.

Civil Service pay plan 'to proceed'

By Gareth Griffiths

THE GOVERNMENT will continue to press ahead with its plans to relate civil servants' pay to performance, although ministers believe the process will be a long one and not related to the current pay round.

A White Paper on Financial Management in Government Departments, published yesterday, argued that while performance-related pay would require a substantial overhaul of the civil service pay scheme, "early action will be pursued in sharpening the management response to inefficiency and poor performance by individual members of staff."

The Civil Service intends to spend about £35m over the next two years in improving efficiency with-

National Union of Miners disputes this.

About 30 men on one face of the Killoch pit in Ayrshire have been sent letters threatening dismissal unless productivity improves within two weeks. A similar letter was sent to miners who have been on strike for two weeks at Monktonhall colliery, near Edinburgh.

The NCB seeks 300 voluntary redundancies from men over 50 at Monktonhall, a decision which started the strike among the 1,500 miners.

The Scottish area of the NCB under Mr Albert Wheeler, its director, may well feel that the unions are in a weak position despite a tradition of militancy in the Scottish branch of the NUM.

Last Christmas, Scottish area miners refused to back a strike to prevent closure of Kinnell colliery, west of Edinburgh. More recently, miners at Cargovan colliery, east of Glasgow, voted not to strike over closure plans. The Coal Board had offered miners alternative jobs at other pits.

The NUM executive yesterday urged the Monktonhall strike official and will seek to spread it to other areas. Mr Arthur Scargill, the NUM president, told miners from the colliery yesterday that a special delegate conference called for October 21 would "unite this union in a fight back against the Coal Board and the Government's policy of closing our pits and losing our jobs."

New base sought by BP Chemicals

By Michael Cassell, Property Correspondent

BP CHEMICALS wants to vacate its London headquarters which it says are now too large after substantial staff reductions.

The company, one of Britain's largest chemical groups, moved into Belgrave House, Victoria, five years ago. Since then, the number of employees has been cut from about 750 to 400.

The freehold of the 100,000 sq ft office building is owned by MEPC, the developers, and BP has been paying about £18m a year in rent. The lease has another 30 years to run and is under review.

Office space is plentiful in Victoria and the West End, so BP Chemicals will not leave the building until it has found a tenant to take over the lease.

Savills, the London agents, are handling the rent review negotiations and the lease assignment. Mr Paul Gabriel, BP Chemicals' estates manager, said: "Whether the company leaves London or not is a decision that will be made in due course."

Cunard awards new refit contracts to foreign shipyards

By Frank Gray

CUNARD LINES has awarded two contracts to foreign concerns for refitting the recently acquired Norwegian cruise liners *Vistafjord* and *Sagafjord*.

Cunard, a unit of Trafalgar House, the construction, property and transport group, bought the vessels from Norway's Leif Hoegh group for £45.5m last May.

Facing severe criticism from British shipbuilding unions, the company said the ships were being outfit-fitted, beginning in October, at their ports of delivery - Valletta, Malta, and San Francisco.

The company indicated that it would not make economic sense to send the vessels back to the UK for outfitting, despite controversy over foreign repair and outfitting contracts awarded by Cunard this year.

The *Vistafjord* contract to Malta Drydocks is understood to be worth £3m and was awarded because of the yard's highly competitive offer and its promise to deliver the ship in time for winter cruises, beginning in Genoa in December.

The value of the San Francisco contract for the *Sagafjord* was not disclosed. The *Sagafjord* is scheduled to be ready for a round-the-

world cruise through the Panama Canal in December.

The contract award prompted a sharp response from Mr Jim Murray, a leader of the boilermakers section of the General Municipal, Boilermakers and Allied Trades Union, who said the deal was "the ultimate insult to the British shipyard worker".

He said he would ask the chairman of British Shipbuilders if any attempt was made by Cunard to obtain a quote for work on the *Vistafjord*.

The shipping unions' concern stems from Cunard's award this month of a £4.5m contract to the Bremerhaven yard of Hapag-Lloyd to modify the QE2, the shipping line's flagship. Last spring, it gave Malta Shipyard £2m worth of work to refit the Cunard Countess cruise ship.

In the QE2 deal, British Shipbuilders confirmed that it had withdrawn its tender in the face of stiff competition from the German yard.

Cunard said it gave the Cunard Countess contract to Malta rather than to British Shipbuilders because the Valletta company was able to meet the completion deadline.

Economy 'better than officially reported'

By Robin Pauley

THE BRITISH economy's performance during the past year has been much better than official statistics have usually indicated, according to an analysis published today.

Stockbrokers Hoare Govett say there have been substantial upward revisions to many Central Statistical Office items so that real growth can now be seen to have been faster, the balance of payments surpluses much better and corporate profits "staggeringly higher".

There is, nevertheless, an implication that the economy is operating with much less slack than the authorities had previously assumed. "The danger must be, therefore, that the maintenance of highly expansive credit policies will shortly lead to excess demand," the brokers say in their September Economic Outlook.

Early next year credit conditions are likely to be reined in, they say. The result will be less emphasis on consumer spending and house building, and more vigour in the export part of demand.

Inflationary pressures would be undermined, although inflation would be 7 per cent for much of the second half of 1984.

Kinnock calls for imposition of annual wealth tax

By Ivor Owen

AN ANNUAL wealth tax must feature in a re-cast taxation system weighted more heavily against the upper income groups, Mr Neil Kinnock said yesterday. Mr Kinnock is now virtually certain to become leader of the Labour Party on Sunday.

Mr Roy Hattersley, favourite in the contest for the deputy leadership, covered similar ground in suggesting the road Labour will need to follow to return to power, but argued that the removal of the threat posed by the Social Democrats should be the first priority.

Mr Kinnock, speaking in support of the campaign for positive measures to help the low paid, accused the Government of having thought about the return of mass poverty in Britain.

He supported the case for drastically overhauling the present system of income tax allowances which militated against the operation of a fair and progressive tax system.

Mr Kinnock complained "the low-paid pay tax at too high a rate on too low a level of income and the tax structure is essentially flat-rate. Only 3 per cent of taxpayers pay anything higher than the basic rate of income tax."

Meanwhile, he said, an elaborate array of tax reliefs and allowances

had developed providing greatest benefits to those best off.

The effect had been to create "an alternative welfare state" at enormous cost to the Exchequer, with the result that tax rates for the population as a whole were higher than would otherwise be necessary.

Mr Kinnock criticised the policies adopted by the Conservative Government to "increase the inequalities" in Britain, and dismissed the predictions made by Conservative politicians that Labour's approach to welfare and other policies must inevitably lead to high taxes.

Underlining the increase in the tax burden since the Conservatives returned to office in 1979, he scoffed, "if socialism meant high taxes, Mrs Thatcher's Government would be the most socialist in British history."

Mr Kinnock repeated Labour's commitment to introducing a minimum wage, tax emphasised that it would have to be phased in a way that would give companies, many of whom relied on a subsidy from their workforce in the form of low pay, to adapt and to improve their efficiency and productivity.

Mr Hattersley, also in Birmingham to address his Sparkbrook constituency Labour Party, concentrated his fire on Dr David Owen.

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More action threatened over BT privatisation

By David Goodhart, Labour Staff

THE POST OFFICE Engineering Union (POEU) is expected to resume selective industrial action next week against the forthcoming privatisation of British Telecom (BT). The action is expected to be more damaging than before and is expected to spread outside central London for the first time.

The previous action against privatisation, which involved strikes by maintenance engineers in Whitehall Government departments, was called off just before the general election in June.

Since then, the union has been taking action against Mercury, a private network. POEU members first refused to connect Mercury to the BT system (although senior management later carried out the connection) and more recently have been blocking maintenance work at the London headquarters of Mercury's backers - Cable and Wireless.

Barclays Merchant Bank and British Petroleum.

Union officials want action to be biting by the time the parliamentary committee stage of the Telecommunications Bill starts next month. A sub-committee of the POEU executive will meet tomorrow to consider the evidence they have received from branches on suitable targets for action. Action is likely to concentrate on government departments and financial institutions involved in BT's privatisation.

The Civil and Public Services Association (CPSA), which represents about 40,000 clerical staff in BT, is next week expected to decide on its own programme of selective action against privatisation.

The CPSA and the POEU have been involved in joint discussions on strategy and the actions of the two unions could be linked.

BHS to sell electronics and men's suits

By Arthur Sandles

BRITISH Home Stores, one of Britain's biggest general store chains, is diversifying into selling radio and video goods and men's suits. The move sharpens its confrontation with Marks and Spencer in clothing and with department and specialist stores in consumer electronics.

Electronics departments will be introduced into 21 stores next month. They will sell goods ranging from radios and television sets to telephones, home computers and watches.

Suits will be sold in 23 stores. They will consist of a basic range with prices from £49.99 and a more expensive range of suits from £89.99.

Mr Roy Burgess, managing director of BHS, said: "Taking a major step into the massive and growing field of consumer electronics is an exciting development for our company. Our entry follows lengthy and careful research and we are determined to establish British Home Stores as an important outlet in this market."

Prison staff 'errors' led to Maze escape

By Brendan Keenan in Belfast

IT IS now accepted that errors of judgment by some prison officers led to Sunday's mass escape from the Maze prison in Northern Ireland. The inquiry by Sir James Hennessey, Chief Inspector of Prisons, which began yesterday.

Of the 38 men who escaped, 21 were still at large last night, including several senior members of the IRA.

There is evidence that standard procedures were not followed during what is regarded as a carefully planned escape. There was a failure to search the food lorry that carried the prisoners as it went through three gates on its way out of the Maze.

It is also believed that lapses in procedure made it possible for the prisoners to take over a cell block without staff elsewhere being aware of it.

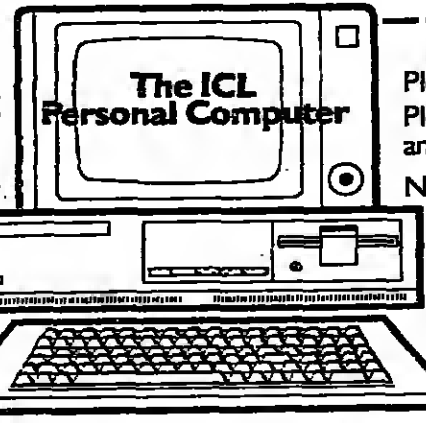
Sir James's inquiry will also have to establish how five guns and two replicas were smuggled into the Maze despite the rigorous searching that should take place.

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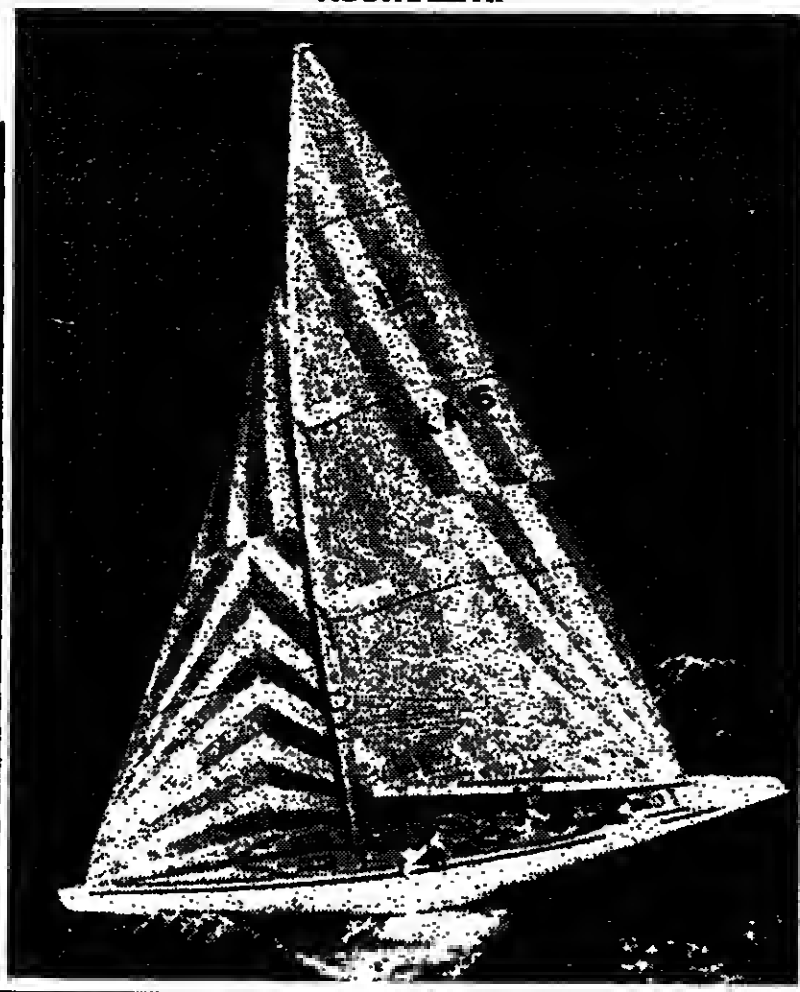
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ENERGY REVIEW

Why the NCB is wooing industry

By Maurice Samuelson

THE LOOMING confrontation between Mr Ian MacGregor and Mr Arthur Scargill over the National Coal Board's pit closure policies has overshadowed an area on which the NCB's chairman and miners' president are in close agreement and in which, working together, they could form a powerful and effective combination.

This concerns the revival of the industrial market for coal, which collapsed dramatically in the 1950s and 1960s. In their first wide ranging official talks on September 13, Mr MacGregor and Mr Scargill discussed the industrial coal market in considerable depth, although the extent of their agreement on this remains eclipsed by the publicity over their differences.

Of more than 110m tonnes a year produced by the British coal industry, much less than a tenth is used by industry. The vast bulk—more than 80m tonnes—is burned in electricity power stations and steel and aluminium works.

Reduced deliveries of coal to power stations

Nevertheless, the Coal Board persists in regarding industry as offering its most reliable area for expanding sales. This market includes not merely manufacturing but also service industries and agricultural processes such as crop drying. Large non-industrial users, such as hospitals, universities and other major institutions are also regarded as a growth area.

The Coal Board's interest in these new markets is under-

scored by the fact that its sales to the electricity industry have passed their peak. This is reflected in the recent agreement between the NCB and the Central Electricity Generating Board based on deliveries of a minimum 70m tonnes a year. This supersedes an agreement which still had another 18 months to run—which specified a minimum 75m tonnes.

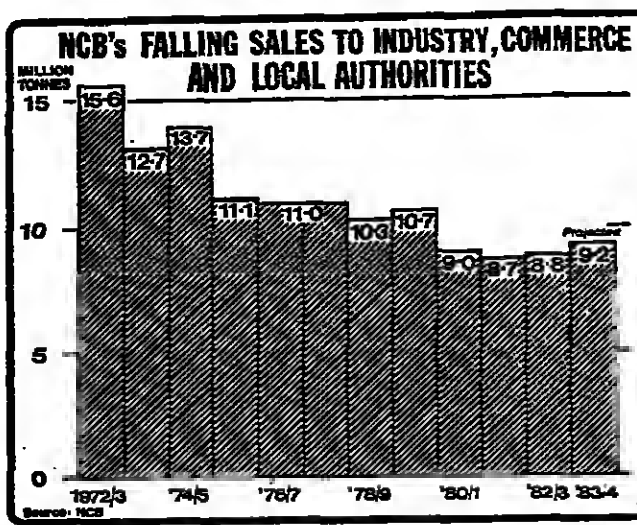
The reduced deliveries of coal to power stations result not merely from the recession, which has hit national electricity consumption, but also from the increasing amounts of power supplied by the CEB's advanced gas-cooled nuclear reactors. Last year, nuclear power provided 17m tonnes of coal equivalent (tce), a jump of 3m tce over the previous year.

The rising contribution from nuclear energy turns the Coal Board into what Mr Malcolm Edwards, its director-general for marketing, has called a "residual legatee" of the other power station fuels, and further increases its need to expand its industrial market.

The board has several major factors in its favour in trying to sell more to industry. Despite the current flatness of world oil prices, coal is about 30 per cent cheaper than fuel oil in terms of heat output. The memory of the 1974 and 1979 oil crises also still haunts large fuel purchasers.

Moreover, the surplus in petroleum supplies is not fully matched in the availability of heavy fuel oil. This is because the oil companies, thanks to improved refining methods, are continually squeezing the heavy end of the barrel in order to extract more profitable products from it.

Industry's return to coal has powerful political backing from the European Economic Community and its member govern-



Maurice Samuelson

ments. In Britain, this support is expressed in the £50m package of grants available from the Department of Industry to encourage fuel users to use coal.

In March, 1981, the Government allotted the money, over a two-year period, to provide grants of up to 25 per cent of the cost of re-equipping companies to burn coal instead of oil. These grants have been supplemented by loans from the EEC covering a further 50 per cent of conversion costs.

However, the history of the grant scheme, now extended until the end of this year, illustrates not only the potential of rebuilding coal's industrial base but also the length of time such a process would take and the difficulties involved.

A major feature of the UK industrial coal market is that although it comprised about 9,000 customers, a mere 1 per cent of them buy 90 per cent of the coal.

This has proved a two-edged sword for the coal industry. It explains why, in the first two years after the boiler conversion scheme was launched, coal sales to industry not only failed to increase but continued to fall as major users fell victim to the recession. From an already depressed level of 10.5m tonnes in 1979-80, sales in the next two financial years were down to less than 9m tonnes.

More hopefully, it explains why the Coal Board is confident that in 1983-84 industrial sales will start to rise again, to 9.3m tonnes. According to Mr Edwards, this will be because for the first time new business from companies which have switched from other fuels is outweighing losses from closures and cutbacks.

The "save it" energy conservation movement, although prompted by the oil crises, also made inroads into coal sales.

British cement makers, by switching from their traditional "wet" process to a dry or semi-dry process, have cut their coal burn by between 15 per cent and 30 per cent. They now use 2m tonnes of coal a year, 600,000 tonnes less than they did at the end of the 1970s.

But the concentration of so much of its sales in the hands of the industrial majors has also proved an asset to the Coal Board's conversion campaign. When Imperial Chemical Industries announced, 18 months ago, that it was reverting to coal for a substantial part of its energy requirements, it unleashed a deluge of inquiries from other companies.

Other major concerns which have decided to use coal at some of their UK plants, or who are seriously considering doing so, are Unilever, Monsanto, the Ford Motor Company, Dunlop and the Milk Marketing Board.

But the very size of these groups and their difficulty of sanctioning large capital investments during a recession has meant that the switch to coal is proving a far slower process than many people had envisaged.

At ICI, for example, the decision to introduce coal at Winnington, one of its three soda ash factories in Cheshire, took eight months from the preparation of the necessary documents to the main Board's approval of the project.

The hesitancy of the return to coal is even more striking at Courtaulds, the textile concern, which has a fuel bill of £50m a year. Of more than half a dozen coal conversion projects disclosed by Courtaulds more than a year ago, only one—at a plant near Hyde, Manchester—has gone ahead. Elsewhere, the company says it still wants to introduce coal, but that it is actively looking for cheaper

ways of burning it than those currently available.

One outcome of this long decision-making process is that it is only now—six months after the grants scheme was supposed to have ended—that the Industry Department is within reach of paying out all the £50m at its disposal for helping companies convert to coal.

This is a point which Mr MacGregor and his colleagues are likely to emphasise in persuading the government to put the scheme on a more durable basis when it finally expires at the end of the year.

This call will be applauded not merely by potential applicants for the scheme but by the companies who make the boilers and other specialised coal handling equipment.

The anticipation of coal's revival as an industrial fuel, these companies have been pioneering far-reaching technical changes in the way coal is burned and in ways of delivering it to the boilers or furnaces. They are now producing boilers

New business is now outweighing losses from the recession

using fluidised bed combustion (in which the coal or other fuel is burned on a turbulent bed of sand or ash). Some 50 fluid bed units are now running in the UK.

Coal burning has also been made more convenient by new ways of handling it with hermetically sealed pneumatic equipment to lower marring costs and reduce pollution.

However, the companies providing this equipment have been badly disappointed by the slow pace of UK industry's return to coal. Most now talk about the "two last years" because of the uncertainty over the duration of the government grant scheme and the suspense while the government decided whether to broaden its application.

It was not until the latter part of last year, when the grant scheme was more than half way through its designated life, that it finally began to take off.

This led to a rush of inquiries now being heftily processed by a team at the Industry Department, headed by Dr Vernon Brooks. At the end of last month, Dr Brooks' office had 392 live projects on its books, which were likely to take up most if not all the £50m available. Some of the recent applicants, therefore, were worried that unless they put in their bid now there might be no money left for them.

All this is little consolation for the suppliers of combustion equipment. Most of them are in a sorry state than they were three years ago.

For all of them one of the fears of hope is that the National Coal Board's new chairman, in unlikely accord with the miners' militant president, will finally end industry's uncertainty over the financial help it can receive in using the fuel on which Britain's prosperity was originally founded.

Similar leverage is being exerted by major industrial companies who have told the government that further large projects awaiting authorisation will be suspended if the grants are not renewed.

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COMPANY NOTICES

MINERALS AND RESOURCES CORPORATION LIMITED

(Incorporated in Bermuda)

NOTICE TO HOLDERS OF SHARES IN MINERALS AND RESOURCES CORPORATION LIMITED

THE MINERALS AND RESOURCES CORPORATION LIMITED (the "Company") is a public company incorporated in Bermuda. The Company is a member of the London Stock Exchange and is listed on the First Section of the Official List of the London Stock Exchange.

At the office of the Corporation's Company Secretary, 25 Abchurch Lane, London EC4N 3DF, the following information is published for the holders of shares in the Company:

(a) At the office of the Corporation's Company Secretary, 25 Abchurch Lane, London EC4N 3DF, the following information is published for the holders of shares in the Company:

(b) At the office of the Corporation's Company Secretary, 25 Abchurch Lane, London EC4N 3DF, the following information is published for the holders of shares in the Company:

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CANADIAN-UNITED KINGDOM FREIGHT CONFERENCE

NOTICE TO IMPORTERS

TRAFFIC FROM CANADIAN MARITIME

TO GREAT BRITAIN AND IRELAND

The Member Lines of the Conference operating services from Canadian Maritime ports to Great Britain and Ireland are:

Atlantic Star Line, Canadian Pacific, Canadian National, and the Canadian Government.

The Conference has decided to increase the rate of freight for the above services from 1st January 1984, a general increase in the rate of freight will be applied on the following basis:

(a) For the above services, the rate of freight will be increased by 12% per cent.

(b) For the above services, the rate of freight will be increased by 12% per cent.

(c) For the above services, the rate of freight will be increased by 12% per cent.

(d) For the above services, the rate of freight will be increased by 12% per cent.

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(aa) For the above services, the rate of freight will be increased by 12% per cent.

(ab) For the above services, the rate of freight will be increased by 12% per cent.

(ac) For the above services, the rate of freight will be increased by 12% per cent.

TECHNOLOGY

SITE MANAGEMENT

Satellites to link Falklands computers

BY ELAINE WILLIAMS

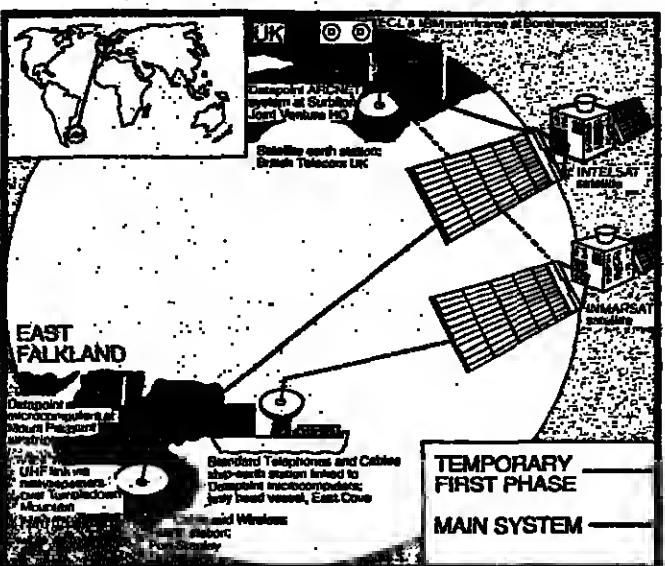
CONSTRUCTION OF THE £250m Mount Pleasant airport on the Falkland Islands is to be controlled by a sophisticated computer system linked by satellite to the UK.

This will keep track of all the materials needed to build the runway and cost the job, transmit progress reports, memo, personnel records, shipping schedules and take care of payroll and accounts.

The computers, supplied by Datapoint, left Avonmouth for East Falkland on Monday and will take four weeks to reach their destination. The equipment was ordered by the Laing/Mowlem/ARC joint venture.

Datapoint's two 1580 microcomputers will be installed aboard a ship at East Cove and linked to the consortium's headquarters at Surbiton in the UK via the Intelsat satellite. Once construction has begun and the site headquarters has been built, the computers will be estimates.

How the computers communicate



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THE MANAGEMENT PAGE

EDITED BY CHRISTOPHER LORENZ

How Vickers built a more united team

Nick Garuett describes the advantages to the UK defence manufacturer of moving into a new factory

THE SALESMEN, directors, designers and payroll staff who work for Vickers Defence Systems have been subjected to a major culture shock during the past year. Every day when these white-collar workers arrive at the division's new armoured tank building factory in Newcastle upon Tyne they must pass through the machining and fabrication bays to reach their open plan desks.

The factory — situated in an area where there are to be found some of the most entrenched industrial and labour traditions in Europe — has been designed to remind staff continually that their job is a group task. Even the few offices for the most senior personnel do not carry job titles on their doors. The plant's single aim is to make and market the Mark III main battle tank, its derivatives and the new Valiant Personnel Carrier.

The company — part of the Vickers engineering equipment to Rolls-Royce cars group — grasped the opportunity sharply to reduce the workforce, simplify work structures and streamline production. Some 450 white-collar jobs were cut (more than a third of the site's total workforce), the main casualties being those involved in largely unnecessary paper work systems. Machinery was reinstalled in more logical layouts, substantially raising productivity and output potential with an unchanged direct production workforce of 277. And more than 100 different trade pay rates, enshrined over decades, were swept aside with union agreement and replaced with four basic rates and four levels of bonus payments. It is perhaps not surprising that there is concern that so radical a change could generate ten-

sions on the shopfloor over pay. The move to Scotswood Road has nothing to do with robotics or Japanese-style labour flexibility. There are no robots; nor have there been radical changes in cross trade flexibility, partly because there is less requirement for such innovations in plants which have no production lines.

The start up of the Scotswood plant underlines, however, three industrial features. One is the vast contribution which a well-designed factory and manufacturing equipment layout makes to productivity and cost reductions. Another is the ability of forward-looking managers and receptive shop stewards to make great strides in improving attitudes and operations once the factors which generated operating handicaps are partially removed with the demolition of the buildings in which they were bred.

Finally, the move (code-named Project Dreadnought) was accomplished with a good deal of consultation in Vickers' expanding system of regular team briefings for individual work units. "I'm still amazed at how we have done it all," says Joe Matthews, convenor and plant chairman of the Confederation of Shipbuilding and Engineering Unions.

Team briefing in place

David Plastow, chief executive of Vickers, who transplanted team briefing from Rolls-Royce to Vickers when the latter took over the former says: "We're the only significant company that's got team briefing in place from top to bottom."

The old plant, which employed 1,150 when it was abandoned last year in the transfer, did not have a bad record. It usually made a profit and was not subject to many major disputes. Forward projections showed however that it was heading for dire trouble. Gerald Boxall, the division's chief executive, who joined Vickers three years ago, was the main driving force in

Project Dreadnought. He had been asked by Plastow to produce two reports on the future of the plant. The first — in January 1981 — was entitled the "downside" is unacceptable. The phrase meant that during quiet periods, overheads were much too large. "An analysis of costs concluded that if we didn't get certain major orders costs would overwhelm us and we'd go out of business," says Boxall.

The Elswick site had 17 separate workshops, having at one time had nearly 50. A tanks built would be made in one shop, placed on a low loader, and trucked to another part of the plant for machining. Some pieces departed from one shop only to return later for further work. The stores were housed in a four-storey maze separated from the main production areas.

"The layout of machinery was chaotic," says Boxall. "Some of it was related to pre-1900 activities. It was inflexible. Each shop was generally related not to the product but to the machines."

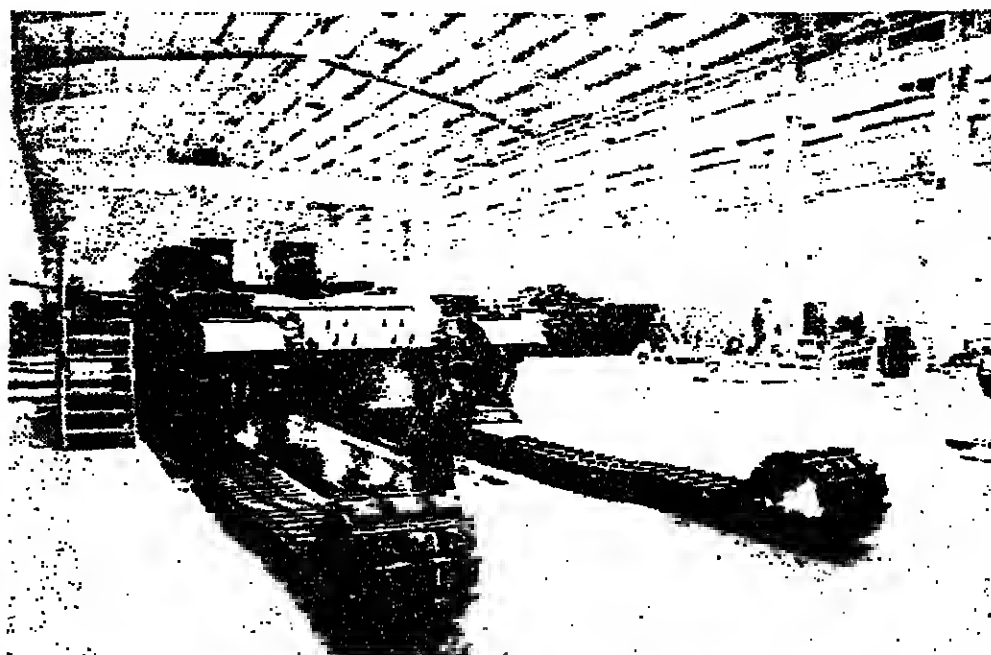
More significant as a cost drag were the paper work systems. Boxall's first report divided the business into 26 "tablets" — selling, buying, designing, storekeeping, secretarial and so on. He found more than 400 people engaged in work which did not fall into any of these categories.

"Every job ticket had to be recorded. It was all totally over-controlled. Ninety per cent of it was useless. Almost all the 450 we made redundant were part of the paper systems."

There was also a deep-seated sense of distance felt by one department from another. "We had people working in basement rooms and even sub-basement," says Boxall. "Contracts and purchasing only talked to each other by memos from behind mahogany doors."

Matthews says the old plant was a piece from the Victorian era. "We had a range of disputes over conditions, water and coal. The plant was gradually decaying."

There was a piece-work system which Matthews says



Vickers' new tank plant: "open factory, not open plan"

created an "individual selfishness and negated any concept of team work. It was a bartering system with great inequalities." The two most powerful manual groups, the boiler-makers and sheet metal workers, not surprisingly tapped the system better than the others.

The paper he wrote looked at a number of options, from withdrawing from the business to building a new, low-cost general purpose engineering facility. The latter, provided manpower reflected order levels, would still make a profit even if it was operating at a third of its machinery-based output capability.

A main part of the £7.5m project Dreadnought favoured by Boxall and agreed by the Board is encapsulated in a nine-foot-long strip of paper, in the convenor's office.

It carries hundreds of little drawings with neatly printed words like "Bogie brackets," "assy area," "Richards V. Boyer," "Marwin 1/2/3" and "Bench."

This was the diagram of where every piece of machinery workbench and working area would fit in the new facility. The paper strip is really a workbench chart and all foremen were involved in its preparation. It turned brown with cigarette smoke—a tribute to the way shop stewards and

machine operators poured over it to add their contributions. The factory is a flexible tank manufacturing plant where fabrication, machining and assembly is done under one roof. The stores are integrated into the centre of the factory which, at 400,000 square feet, is only two-thirds as large as the buildings used at Elswick.

Even so, by increasing the workforce and introducing some new equipment, the new plant could produce more than double the possible output of four tanks a month at the old site. Its yearly heating bill is expected to be about £120,000—a fraction of the Elswick plants.

New control system

Parallel to the production area, which is now divided into 20 major production and work centres, runs the open plan office which is also the reception area. Here the personnel director sits among his staff. The chief buyer is only 30 feet away from the chief executive's all-glass goldfish bowl office.

"It's not an open plan factory, it's an open factory," says Boxall. "The walls are there to keep the rain out."

The convenor's office is a Portakabin on the shop floor and is a few feet away from the one used by the plant manager. All the former 53 paperwork systems have been ripped apart and replaced by a new production control system.

The company had to compro-

mise on some issues. It wanted a common start time of 8 a.m. for all employees but hasn't managed to achieve it. Everyone clocks in with a card as a security measure, but the deal with the unions was that this would not be used for disciplinary purposes or fixing wages. The big gulf between time-served and non-time-served machine operators which runs through the engineering industry has not been bridged by job flexibility. The company also says it wants to go much further in extending the ability of workers to move between the work centres which are each headed by a foreman.

It is still unclear whether the new grade structure will need much of a settling-in period. The bonus targets were agreed with the help of outside consultants—"They were bloody frank meetings I can tell you," says Matthews.

The boiler-makers and sheet metal workers will take a cut in pay under the system and it is that which could cause friction. Up to now their pay has been protected.

A sign, though, that things have changed in Newcastle arrived with the factory's open day for employees in November last year. Because Newcastle United Football Club's new purchase, Kevin Keegan, was playing at home the company expected only 1,500 employees and their families and relations. Instead 4,500 turned up. Most of the men wore suits and the shop floor workers were keen to show their wives where they worked—an uncommon feature of life on Tyneside.

Why successful designs always need a revamp

CONVENTIONAL wisdom has it that the Hovercraft is yet another example of that brilliant technological breakthrough, but then to fail to follow them up, leaving foreign competitors to pinch the ideas and make a commercial killing. Not so, according to a study published today. Well, not entirely, anyway. UK industry has certainly failed to take advantage of the cardinal rule of technological innovation, that the most profitable application of an idea is seldom the one the inventor first thought of. It is mainly foreign companies, or their UK subsidiaries, which have taken up the hover principle and applied it for various uses utterly distant from Sir Christopher Cockerill's target area of amphibious craft: the hover mower designed by Fynno, a subsidiary of Sweden's Electrolux, is the most obvious example.

On the other hand, the development of the hovercraft itself is an exemplary instance of a successful design process, according to the authors of "Design and the Economy," a report published to coincide with today's opening of a major Design Council exhibition in London.

Under the same title, the exhibition and the report use both macroeconomic analysis and individual company case studies to make the case for better design as a lever to greater corporate success at home and abroad.

Among other claims made by the study on the basis of a series of sector surveys — notably among purchasers of machine tools and agricultural equipment—is that "non-price factors" such as performance reliability and ease of maintenance account for over 50 per cent of buying decisions in many markets. In the case of agricultural machinery, where British products have been swamped by high-quality foreign competition, price ranked only eighth in the factors that influence farmers to buy one maker's product rather than another's.

Emphasising that one of the causes of Britain's postwar industrial decline is "the relative backwardness of the design and performance of many British products," the study warns that unless UK manufac-

turers concentrate more on these factors they will risk being caught in a pincer movement of foreign competition: between low-cost producers in the developing world, and high-quality products from the U.S., West Germany and Japan. Cop-sunder durables, produced and the eight product areas covered by the exhibition — the others are furniture, farm equipment, toys, electronics, engineering, motor industry, and textiles — are not alone in facing this double-edged threat, warns the study.

Time and time again, the report emphasises the need for more British manufacturers to realise that the design process must continue even when a new product has been produced and marketed successfully. This is where the British Hovercraft company, part of the Westland group, has scored, say the authors.

The initial "AP.1-80" design has been re-designed and altered many times, they emphasise, "with new specifications being continually added to improve quality and performance so that market share can be maintained and increased." The complexity and cost of the product itself and of the manufacturing process are currently being reduced in several ways, including the use of welded shipbuilding techniques in place of the previous aircraft-type construction, and the installation of four overhead diesel engines to replace the previous modified aero turbines.

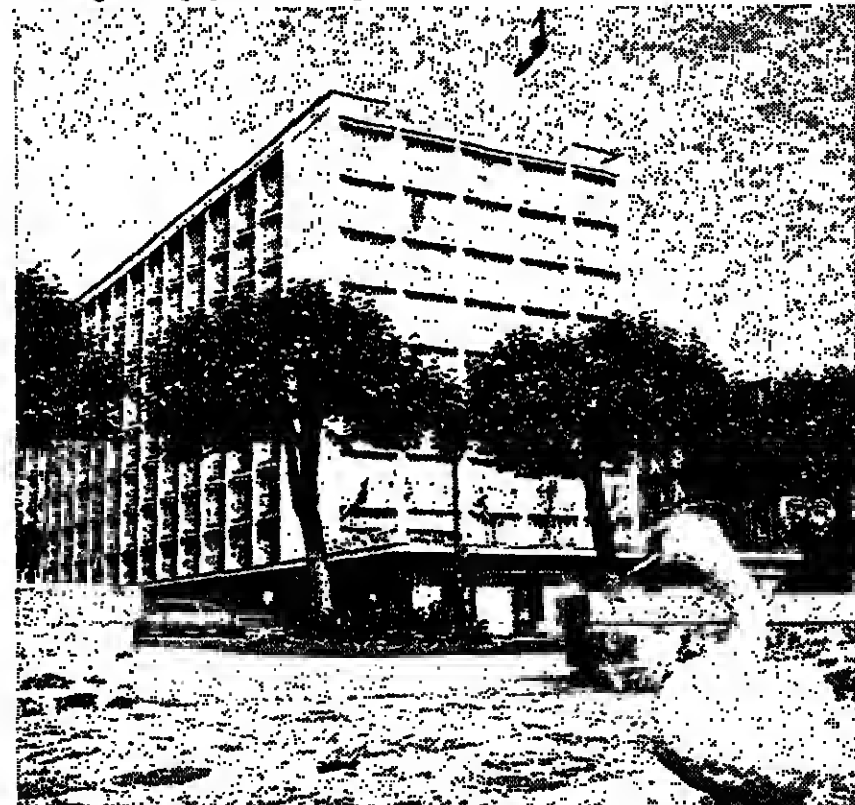
Continuing attention to re-design and re-innovation is a key factor in the success of West German and Japanese industry, the report suggests, emphasising that "incremental innovation" can often bring higher returns—and is less risky—than innovation of the breakthrough variety. Yet UK manufacturers seldom emulate their foreign competitors in this respect, the study emphasises. In particular, too few keep in touch with customers after they have bought the initial version of the product.

"The exhibition is open until November 5. The report can be obtained, free of charge, from The Design Council, 28 Haymarket, London SW1Y 4SU.

Christopher Lorenz

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THE ARTS

Television/Chris Dunkley

A gloomy view of the world

TO A programme maker the price of a television screen is the most highly respected event in Europe—probably in the world—where he can match his skills against those of his peers from dozens of other countries. For a critic the occasion means the best opportunity of the year to compare what he sees week in, week out at home with what is offered to viewers in other countries around the world from America and Russia to South Africa and Finland. The result of that comparison this year is far from encouraging.

Founded at Capri 35 years ago, the festival has this year (in the words of its secretary-general, Alvisio Zorzi, author of such books as *The Life of Marco Polo*) "returned to its origins." In 1948, RAI—Radio Italiana—invited members of 13 other broadcasting organisations to meet here and discuss the idea of an international award for radio programmes. In subsequent years the affair flourished and expanded. Long ago the television cuckoo in the radio nest and outgrew its bemused host, and in 1983 there are 62 television programmes from 30 countries competing for prizes in three categories: drama, music and documentary.

At the end of the first week all 19 music programmes have been shown and half of the 20 drama entries, which tend to be considerably longer; this year West Germany, Spain and Korea have entered works each lasting more than 120 minutes. We have all the documentaries still to come. Perhaps they will be full of gladness and light, though if past experience is anything to judge by that is extremely unlikely: drug addiction, pollution and warfare are the sorts of subjects usually favoured.

Assuming that is once again the case, the bizarre contrast so noticeable during the first week between the brilliance and

prettiness outside the viewing rooms and the gloom and ugliness during the drama screenings within will continue. Capri turns out to be not the tatty tourist trap which some of us cynically expected but a charmingly pretty island with white houses wrapped in bougainvillea and morning glory. To turn one's back on that and the almost absurdly beautiful views of Vesuvius and the Bay of Naples each morning and to pad into the darkness of the viewing rooms in the adapted chapels and halls of the Certosa di San Giacomo for another large dose of gloom and despondency seems perverse almost to the point of insanity. The shortage of fun in British television and the tendency among programme makers to overlook the viewer's need for entertainment, concentrating instead on his "education," offering his preaching, psychological analysis and social comment (in drama anyway) has been noted here several times recently. So too has the emphasis on the more gloom, ignoble, and melancholy aspects of life. It seems, however, that such predilections are far from being exclusive to British producers.

On the contrary, the evidence from this festival suggests that all over the world programme schedules are clogged with all that is nastiest in the human condition: from political persecution to incest, from betrayal to necrophilia, from madness to murder—every imaginable sort of crime and horror have been spared nothing this week in television's determination to show us the wars and forget the all.

Though we have seen only half the drama entries so far we have already watched an old man strangling his faithful housekeeper with his bare hands, it having been previously established that semi-strangulation was his sole means of achieving true sexual satisfaction. That was the climax of

a French entry called *Monsieur Abel*, which might have been made by Bunuel on a bad day. It appeared to suffer from a technical hitch causing the colour work to be seen through a clammy blue fog, but the programme notes revealed depressingly that this was no error: "TFI wishes to point out that the blue monochromism is a choice of the director and of the image director in connection with the atmosphere of this dramatic programme." An "image director" would appear to be a lighting cameraman, and this one needs his eyes (or perhaps his ears) examined, though you could argue that his perverse determination to achieve twilight could stand as a symbol for world television.

In the Finnish drama *Ruutu* Aho we were required to watch a decapitation resulting in a bright pink geyser of gore which spurted from the topless neck like oil from a gusher. To be fair this programme (one episode in a series endeavouring to rework the rune singers' accounts of "The Age of Iron") was at least interestingly different in style from the all too realistic school of filmed drama which now dominates television. While the killing and burning and pillage and a final scene in which our Scandinavian hero slew a moose and proceeded to smuggle down inside its carcass—were only too vividly realised, there were moments of magic. Not only did the location filming in the misty lakes and islands of Finland make for a mystical atmosphere, but from time to time the fantastic myths of the runes were weirdly recreated.

The only other exception to realism in drama has been the Swedish entry *Het Du Himmlet* ("Hey You Heaven"), which attempted a virtuoso use of the studio to tell the story of the Russian revolutionary Alexandra Kollontay. The trouble here—as so often when any-

body does depart from realism—is that the style itself keeps threatening to take over. Thus a group of today's young people in the studio, nipping around in time-machine fashion from one year of Kollontay's life to another, are far more intrusive than they should be since there is no good reason for telling the story other than chronologically. But at least *Het Du Himmlet* avoided physical nastiness: instead we merely had political cynicism, Stalin, the betrayal of a whole generation of Russians and the reversal of one of the world's greatest political ideals.

It was the Dutch who introduced incest in their drama entry *Op Het Eerste Gezicht* ("At First Sight"), a highly realistic study of the inmates of a mental hospital. West Germany showed an episode from *Geschwister Oppermann* ("The Oppermanns"), a heart-breaking story of a family in Britain and reviewed here which shows in minute detail how Nazi beliefs and techniques made life intolerable for the members of one Jewish family—a well-made work, and engrossing, but just as downbeat as everything else on view. *Le Refus* from France's FR3 was about the destruction of a Parisian youth by drug addiction and his mother's tragic and futile attempts at retribution.

The BBC drama entry, *The Bedroom of Romance*, has not yet been shown but, on the evidence so far, it must stand a good chance of adding yet another honour to Britain's uniquely successful record at the Prix Italia. It is a superbly crafted piece of film, but it too is sad and dispiriting. The broadcasters themselves might respond to this charge of undue gloom by suggesting that the viewer is well enough served for light entertainment in a whole host of programmes from *Winners Take All* to *Hi de Hi*. There is, after all, an annual television festival in Montreux which is devoted exclusively to light entertainment, the Prix Italia on the other hand aims quite deliberately at the serious end of the spectrum.

But it is precisely this Hobson's Choice which is so disheartening: to be told you can have either gloom or mindless froth is really not good enough. It must surely be possible to produce "heavy entertainment" (though the overtones of that are admittedly unfortunate) of a sort which has always been familiar in the cinema, which television so rarely attempts for itself.

I suspect that in Britain the reason for this lack can be traced to television's formative period in the late fifties and early sixties when the Angry Young Men washed away the material of Priestley, Coward, Rattigan and so on in a flood of scorn, making way for the theatre of cruelty, "political" drama, feminist plays and the like. It is far from encouraging to realise now that the rest of the world seems to be following suit.

television revenue material. The show flashes into something like originality in a tremendous exchange between drip and spitter. Strangled politeness over a proffered thermos of tea is interwoven with moments of frenzied passion and unbridled social coarseness while the rest of the company freeze. The main impression is of stock situations—developed by the theatre of cruelty—less Gordon and Mr McBurney especially look like gifted comics, but they need matter parts: more protein and less preciosity.

book and Jerry Herman the music, the best parts of the show are the hoople, apart from the first-act finale *la Gaité Parisienne*, but the intimate moments borrowed direct from the film. (75/100) *Night Mother* (Golden): Marsha Norman's harrowing drama of a young woman's last hours before committing suicide in her mother's home makes for the intellectual's form of sensationalism, with powerful acting by Kathy Bates and Anne Pitlorik, directed by Tom Moore. (23/100) *Good Street* (Majestic): An inimitable celebration of the heyday of Broadway in the 30s incorporates gems from the original film like *Shuffle Off to Buffalo* with the appropriately lush and leggy hoofing by a large chorus line. (77/100) *Torch Song Trilogy* (Helen Hayes): Harvey Fierstein's ebullient and touching story of a drag queen's career of a 1940s female pop group, a la Supremes, without the quality of their music. (23/100) *Amadeus* (Broadhurst): David Dukes stars as Salieri in the award-bedecked and elegant National Theatre production of Mozart's life. (24/100) *Nine* (4th St): Two dozen women surround Sergio Franchi in this Tony award winning musical version of

the Fellini film 8½, which like the original celebrates creativity, here as a series of Tommy Tune's exciting scenes. (24/100) *Cats* (Winter Garden): Director Trevor Nunn, fresh from the Broadway success of *Cats*, has his imagination and frisky cats slink, slide and dance their way across a transfigured stage in this lavish re-creation of the London hit. (23/100) *Brighton Beach Memoirs* (Neil Simon): If he wasn't sure before, playwright Neil Simon can expect a long run of his funny as well as touching childhood reminiscences now that the Nederlander organization generously decided to name the theatre after the generation's outstanding box office draw. (75/100).

CHICAGO *E.R. (Forum)*: moving into its second year parodying melodrama in a hospital setting, this Emergency Room finds a new home to continue its adventures among a young doctor, a receptionist and an authoritarian nurse. (49/100) *The Golden Age* (Eisenhower): A. R. Gurney has built a swart reputation on a career of taking a gentle but not uncritical look at the White Anglo-Saxon Protestants who set the tone of American gentility without always subscribing to its precepts themselves. (24/100).

WASHINGTON

THE GOLDEN AGE (Eisenhower): A. R. Gurney has built a swart reputation on a career of taking a gentle but not uncritical look at the White Anglo-Saxon Protestants who set the tone of American gentility without always subscribing to its precepts themselves. (24/100).

Art/Theatre

Painters past in theatre design

Roy Strong reviews David Hockney's opera designs and finds them wanting

The exhibition of designs by Oliver Messel at the Victoria & Albert Museum may seem a strange point of departure for a consideration of David Hockney's designs for *The Nightingale* at Covent Garden but it is a fundamental one for it concerns both the future of the painted set and the role of the painter as designer in the theatre.

The greatest exponent of the use of the painter was, of course, Diaghilev, and his contribution to a renewed vitality in theatre design was immense, drawing in painters of the stature of Matisse and Picasso.

What tends to be forgotten, however, is the nature of these designs. They were flat painted cloths, ideal for ballet and ideal, too, for touring when they were easily rolled up and transported. It is a format which still has its uses in the hall today, as David Walker's much travelled neo-Messel *Sleeping Beauty* testifies.

Diaghilev's patronage had its effect in pre-war England, producing not only Messel, but Cecil Beaton, Rex Whistler, John Piper and Leslie Hurry.

All had an essentially painterly approach to the stage which depended on illusionistic cloths. Hurry's *Swan Lake*, still in the repertoire of Covent Garden after 40 years, preserves like a fly in amber this approach to the post-war period.

But it all came to an end in the early 1960s. Whistler had long been dead but all these designer-painters suddenly found themselves not only outmoded but also out of work. Messel went to Montreux and continued to create in his 1930s neo-romantic vein but in the field of architecture. Leslie Hurry had a tougher time and took what came his way, in the main in Canada. Piper owed his commissions in the theatre to the loyalty of Benjamin Britten.

A revolution had taken place. Not only were the visual premises from which these

A Hockney design for *L'Enfant et les sortilèges*, with Ann Murray

people worked shattered (the picture frame stage, for example) but a new audience, used to film and television, found their work funny. John Burry, Timothy O'Brien, Eileen Diggs or Julia Trevelyan Oman owed their background and training not to painting but to architecture and interior design, often with experience in television and its demands on verity. They were professional designers, not painters moonlighting. They worked in a three and not two dimensions, with an attention to detail and knowledge of materials, including all the new synthetics, which rendered the painterly tradition obsolete. Simultaneously there was a revolution in theatre lighting.

You may well wonder what all this has to do with the new Hockney designs. Well, in fact, it has everything to do with the moment to bring the painter back into the theatre. Hockney, initially brought in as a gimmick at Glyndebourne, pioneered this. Rambert has recently commissioned Bridget Riley, Covent Garden, Sweeney Nolan and Patrick Proctor. Is this in fact a step forward or is it a step back?

Those who champion this move believe it is one forward. The truth of the matter is that it can only be so if the painter can master the groundwork of

what is now a profession. Nicholas Georgiadis is an instance of a painter who has done just this and with distinction. In the case of Hockney this has yet to happen. It is the technical side of the craft which lets him down. A design is not a drawing (these are always a joy) but what the audience actually sees on stage. If Hockney is to develop into a successful designer he still has much to learn. The costumes in both pieces reveal little if any knowledge of fabrics, their cut, their reflection to light, or that, if primary colours are used, the silhouette has to be perfect, which depends on knowledge of the understructure of a garment. His approach to scenery is still that of a toy theatre; everything is a cloth or a cut-out.

Any designer also has to know the effects of distance and lighting. *Nightingale*, bar a splendid red procession, was all blue and white, a marvellous idea with its allusions to porcelain, but catastrophic when Dowell and Makarov were rendered invisible in their dancing beyond the stalls because their costumes were dappled blue and white moving against the same blue and white.

This is not to say that Hockney hasn't a lot to give to theatre. He has. In many ways his work is closer to that of

Osbert Lancaster's than he would like to admit. Who, for instance, could have produced such a dotty glittering golden bird on wheels or the enchanting animals borne on litters in *Nightingale*? or the frogs in *L'Enfant*? The *Nightingale* suits Hockney's essentially flat graphic approach, enabling its fairy-tale quality to unfold freely. John Dexter's stage movement was more complicated than in either Hockney's *Roke* or *Flute*, making full use of the artist's mask-bearers borne aloft by the Chinese courtiers, massing them from time to time in striking tableau. In the original Benois designs these were lanterns, many of which did not work, and as Sokolova records, "the effect was a failure."

L'Enfant was pure homage à Matisse but on the whole his children's story-book approach was far less successful here and the delight over a Hockney cat or bat failed to reflect the thoroughly unpleasant nature of Colette's libretto which is better suited to the work of Edward Gorey.

Opera design tends to be conservative by nature. Hockney should have been asked to design in the 1960s, not 15 years later. At least Glyndebourne commissioned new productions from him, whereas Covent Garden only reproduces what the Met has already done.

Gas & Candles/Stratford East

Michael Coveney

This terrible new play by David Henry Wilson is a good example of a socially conscientious and politically aware play, but it is far from encouraging to realise now that the rest of the world seems to be following suit.

be, and on they drone about taking revenge, killing themselves, sucking on dried biscuits and how it might all have been different had they had children. Littlewood, the founder and guiding spirit of the people's palace in Stratford East, would have a fit.

Following the plight of two old aged pensioners in a London suburb who cannot afford a slice of bread or a lump of sugar, it creates a totally spurious scenario of melodramatic tub-thumping on such pressing themes as geriatric suicide pacts, media coverage of a Balcombe Street-style seige where the hostages are the old couple at the imagined gunpoint of Irish terrorists, poverty and general dissatisfaction with the state of the world.

The Martins—played by Doris Hare and Derek Francis—met in the old Majestic cinema when she was an usherette and he was the projectionist. For this reason they have unlikely posters of Roger Livesey and Leslie Howard gazing down on the dismal breakfast table. Just a couple of old fog-ends, they

Tom Jones/Albert Hall

Antony Thornecroft

The Albert Hall fortifies the over-40s these days with Tom Jones taking over from the Everly Brothers on Tuesday to freshen the memories and tickle the fancies. It is 10 years since he quit the UK for the green, green dollars of Las Vegas and he comes back billed as "The sexiest Grandad in the World," a doubtful distinction.

The voice may be a bit feeble, the innuendo dampened down, but a Tom Jones concert retains its uniqueness. For a start the music is secondary to the hanker with the fans. As much time is spent with the star kissing the audience and shaking them, with some charm, for their gifts of underwear than in actually belting out his rather second-hand repertoire. What he thinks of the garters, suspender belts, G-strings, and panties that he regularly reaps I have no idea, but he takes it all in good part. He dampens dozens of hankies with his effusive sweat but I must admit that rumours of

panty-throwing are much exaggerated: time has taken its toll of both the performer and his ladies.

The constant interruptions play havoc with any attempt to create a musical atmosphere, but since Tom Jones either sings his hits like "Delilah" and "It's Not Unusual," or else numbers that sound very similar, it scarcely matters. In any case there is nothing in these routine night club standards to touch the imagination: he even did "My Way." Occasionally Tom lets off a big one, as in "Danny Boy" or "Green Grass of Home" but in the main he is there and that is enough.

The voice actually strengthened with time but by then the lights were up and the occasion was over before anyone had really experienced it. Tom Jones comes across as an amiable fellow, with a pleasant word for the hearers of gifts, but as only a slyly twinkling star.

Arts Guide

Music/Monday. Opera and Ballet/Tuesday. Theatre/Wednesday. Exhibitions/Thursday. A selective guide to all the Arts appears each Friday.

September 23-29

Theatre

LONDON

The Tempest (Barbican): Derek Jacobi takes a short respite from his recent triumph as Cyrano to add last summer's *Stratford Prospero* to the RSC London programme. A younger magus than is usual, he gives a performance that is technically accomplished and imaginatively adventurous. An enterprising production. (82/100)

Tales from Hollywood (Lyttelton): New Christopher Hampton play about the European emigré working in Hollywood during the war. Intelligent, witty and pertinent play about the artist in exile, with Michael Gambon as the lugubrious neurotic Odo von Horwath and Ian McKellen as a predatory, very funny Brecht. (82/100)

The Real Thing (Savoy): Susan Pennington and Paul Shelley now take the lead in Tom Stoppard's fascinating, complex, slightly flawed new play. Peter Woods's production is a happy note of serious levity. (82/100)

A Patriot for Me (Haymarket): Alan Bates leads a wonderful revival of John Osborne's masterful play about sexual and conspiratorial intrigue in the Austro-Hungarian empire. A rich tapestry, with a famous drag ball scene at the centre. (82/100)

Great and Small (Vaudeville): Glenda Jackson in top form as an urban lady on the brink; Keith's production is very fine, and London has done full justice to Roberto Strauss, one of West Germany's leading

young playwrights. Possessive material, a high redefining, and above all different, sort of evening. (82/100)

Song and Dance (Palace): Surprise hit at the Palace, newly acquired by the show's composer Andrew Lloyd Webber. Lulu now sings, Graham Fletcher dances. Overblown middle-brow stuff. (47/100)

Blood Brothers (Lyric): Strong rock melodrama by Willy Russell about Liverpool twins separated at birth. Pop star Barbara Dickson, very like a young Grace Fields, is superb as the grief-stricken mother. (47/100)

Daisy Pulls It Off (Globe): Enjoyable romp derived from the world of Angela Brazil novel's gym slips, hockey sticks, a cliff-top rescue, stout moral conclusion and a rousing school hymn. Spilling if you're in that sort of mood. (47/100)

The Pirates of Penzance (Drury Lane): Riotously vulgar Broadway import that sits Gilbert and Sullivan on a whoopee cushion. (83/100)

La Cage aux Folles (Palace): Perhaps this season's outstanding musical comedy, like *Evita* and *Cats* before it, at the very beginning of the theatrical year. Despite stellar names such as Harvey Fierstein writing the

book and Jerry Herman the music, the best parts of the show are the hoople, apart from the first-act finale *la Gaité Parisienne*, but the intimate moments borrowed direct from the film. (75/100)

Night Mother (Golden): Marsha Norman's harrowing drama of a young woman's last hours before committing suicide in her mother's home makes for the intellectual's form of sensationalism, with powerful acting by Kathy Bates and Anne Pitlorik, directed by Tom Moore. (23/100) *Good Street* (Majestic): An inimitable celebration of the heyday of Broadway in the 30s incorporates gems from the original film like *Shuffle Off to Buffalo* with the appropriately lush and leggy hoofing by a large chorus line. (77/100)

Torch Song Trilogy (Helen Hayes): Harvey Fierstein's ebullient and touching story of a drag queen's career of a 1940s female pop group, a la Supremes, without the quality of their music. (23/100) *Amadeus* (Broadhurst): David Dukes stars as Salieri in the award-bedecked and elegant National Theatre production of Mozart's life. (24/100) *Nine* (4th St): Two dozen women surround Sergio Franchi in this Tony award winning musical version of

the Fellini film 8½, which like the original celebrates creativity, here as a series of Tommy Tune's exciting scenes. (24/100) *Cats* (Winter Garden): Director Trevor Nunn, fresh from the Broadway success of *Cats*, has his imagination and frisky cats slink, slide and dance their way across a transfigured stage in this lavish re-creation of the London hit. (23/100) *Brighton Beach Memoirs* (Neil Simon): If he wasn't sure before, playwright Neil Simon can expect a long run of his funny as well as touching childhood reminiscences now that the Nederlander organization generously decided to name the theatre after the generation's outstanding box office draw. (75/100).

CHICAGO

E.R. (Forum): moving into its second year parodying melodrama in a hospital setting, this Emergency Room finds a new home to continue its adventures among a young doctor, a receptionist and an authoritarian nurse. (49/100) *The Golden Age* (Eisenhower): A. R. Gurney has built a swart reputation on a career of taking a gentle but not uncritical look at the White Anglo-Saxon Protestants who set the tone of American gentility without always subscribing to its precepts themselves. (24/100).

WASHINGTON

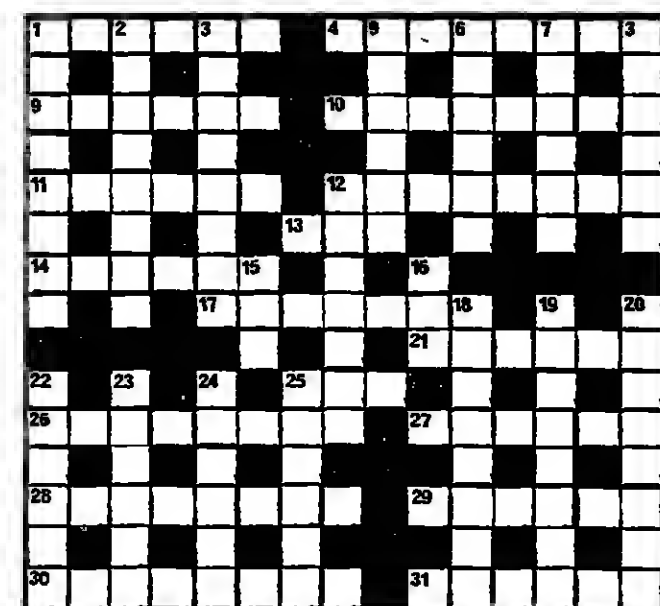
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F.T. CROSSWORD PUZZLE No. 5,228

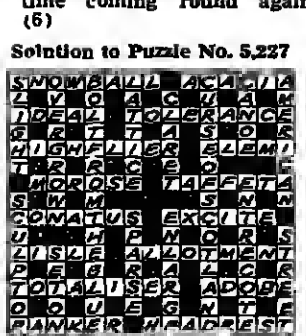
ACROSS

- Empty one container into another (6)
- Lay assembly? (3-5)
- Nowhere near being unapproachable (6)
- Bill, for example, that is unusably desirable (9)
- Thought it would be back in time (6)
- Made inflammatory speeches when disturbed (8)
- One or more, but not all that many (6)
- Stock type of pen (6)
- General protection away from the wind (7)
- Go back to do repair work on turf, we hear (6)
- Shipping company that was floated using the double entry system (3)
- One is not expected to live on them (4, 4)
- It remains in figures in art exhibitions (8)
- Girl to sign for earnings (8)
- A beast in distress lowers (6)
- Rawness can produce the wrong ones (7)
- Allow the tenant to move in (3)
- Family execute right about turn (3)
- Passing place (5-3)
- What the driver needs above all is to be sober (8)
- Being late last month was a relief (8)
- Not open for business yet climbed the deal (6)
- There are 150 after a Job to sow? (8)
- Give up the struggle with crops (6)

- Down
- Rawness can produce the wrong ones (7)
- Allow the tenant to move in (3)
- Family execute right about turn (3)
- Passing place (5-3)
- What the driver needs above all is to be sober (8)
- Being late last month was a relief (8)
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- There are 150 after a Job to sow? (8)
- Give up the struggle with crops (6)



Solution to Puzzle No. 5,227



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FINANCIAL TIMES

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Wednesday September 28 1983

Farmers and taxpayers

The game is up for Europe's farmers. That was the message given last week to a British farming conference by Mr Graham Meadows, adviser to the president of the Brussels Commission. He warned that farmers could no longer ask the taxpayer to subsidise them to produce something which no one wanted and then expect him to pay even more to dispose of it. There were too many other demands on the Community Budget. Agriculture could not be exempt from the painful adjustment to changed economic circumstances which other sectors were going through. Farmers had to come to terms with a new political and financial situation within the Community.

The fighting talk is part of the Commission's campaign to convince politicians and the farming lobbies that, this time, reform of the common agricultural policy cannot be evaded. The Community will run out of funds next year unless the cost of the CAP is brought under control, member governments, particularly the UK and Germany, are unlikely to agree to make more funds available in the absence of a CAP reform. The Commission's proposals include penalties on over-production in the dairy sector, a tax on vegetable oils and a reduction of consumer subsidies.

Critics are already suggesting that the latest attempt at reform, like its predecessors, will be whittled away in the bargaining which takes place between now and the Autumn when the usual compromise between divergent national interests (including Britain's determination to reduce its net contribution to the budget) will produce an outcome which falls well short of the Commission's hopes. But the more fundamental question is whether the Commission's plan goes anywhere near far enough.

Excessive costs

The time has surely arrived when a start must be made on a root-and-branch reform of the CAP. The irrationality and excessive cost of the policy have been apparent for years. Far from being the bond which holds the Community together, it has become a source of friction and ill-will both within the Community and between the EEC and its trading partners.

The irrationality stems from the use of high, guaranteed prices for unlimited production, together with strict curbs on competing imports. The result has been to expand output far beyond what consumers and the world market can absorb on the basis of comparative

advantage and to force consumers to pay higher prices than they need.

According to a report published last week by Agra Europe, food prices at the ex-farm wholesale level are roughly 10-15 per cent higher than are justified by the production costs of the efficient part of EEC agriculture. Large quantities of grain, beef, dairy products and sugar could be imported from third countries with considerable advantage to the consumer. Moreover, as the same report points out, the high price policy cannot even be defended on social grounds. The CAP has not protected the incomes of small farmers; rural poverty persists, especially but not exclusively in the more remote communities.

Safety net

The right long-term solution is a free market in farm products together with income support for farmers who need it. Such a system would satisfy two key requirements laid down in the Treaty of Rome—to provide a fair standard of living for the agricultural community and to ensure that supplies reach the consumer at reasonable prices. The most that can be hoped for is a safety net to prevent a price collapse in times of glut.

The Agra Europe report suggests that, out of the 5m people described in EEC statistics as farmers, there are between 1m and 1.7m who do not earn enough to maintain a reasonable standard of living. It would be possible, though difficult, to devise income support arrangements for this group which would not discourage modernisation and a continuous gradual decline in the size of the farming population. There are valid social objectives within the CAP, but the price mechanism is the wrong way of achieving them.

This approach, which is hardly novel, will be dismissed as unrealistic. The well-organised producer lobbies will try to ensure that, whatever penalties may be imposed on over-production, high intervention prices remain the cornerstone of the CAP and EEC agriculture continues to be insulated from the world market. Yet it must be doubtful how long agriculture can retain its privileged position at a time of intense pressure, not just on the EEC budget, but on national budgets as well. It is time for governments, so long in thrall to the producers, to bring the interests of taxpayers and consumers to the fore.

Management in the Civil Service

THERE ARE two views about the possibility of improving the performance of Britain's Civil Service. The optimists say nothing can be changed overnight; the pessimists say nothing can be changed. The difficulty in recent years has been that insistence on change emanating from the very highest political levels, namely the Prime Minister and her immediate circle, has often been thwarted by senior defenders of the status quo within the service itself.

For this reason it is difficult to understate the significance of the achievements of Sir Derek Rayner in getting to grips with efficiency and effectiveness in the Civil Service. Apart from his experience in Marks and Spencer, one of the country's best run companies, Sir Derek has a useful knowledge of government, notably in the Ministry of Defence. With a mixture of energy and guile he was able to beat the Whitehall machine at its own game.

The Prime Minister, whose commitment to slimming down and toning up the Civil Service is said to be as resolute as ever, now has a new mandate and a new personal adviser on Civil Service efficiency, Sir Robin Tibbs, former head of the "Think Tank" and a director of ICL.

Incentives

It is in this context that today's White Paper on "Financial Management in Government Departments" gains its true importance. At first sight it is a rather loose restatement of laudable objectives which have been advocated in one guise or another since Fulton and earlier.

Nevertheless, the repetition of objectives such as better management of administrative and programme expenditure and the establishment of cost centres with middle-ranking civil servants taking full managerial responsibility for their own budgets, can hardly be overdone. The fact that the progress reports from indi-

vidual government departments imply that all too many still must try harder is no negation of the principle. But it does underline that a powerful head of steam needs to be sustained at the highest level to push and pull recalcitrant departments into action.

Tucked away—almost thrown away—in an appendix to the paper is a key paragraph: "Sharpening the incentives to good performance". It is the clearest government commitment yet to relating pay to performance. This desirable and overdue recognition of merit needs careful implementation in the context of other recommendations made in last year's report by the committee chaired by Sir John Megaw on Civil Service pay.

There are other, equally important ways of sharpening incentives. One is to instil in line managers a sense of a worthwhile job well done and appreciated; another is to try to revive morale which has been deflated through a combination of persistent ministerial and prime ministerial carping and indiscriminate wielding of a very blunt axe to cut the service to 630,000, its smallest since the war.

Speculation now centres on a further 5 per cent cut in staff across the board. But Mrs Thatcher has in her grasp an opportunity to reshape the Civil Service and its culture without union confrontation.

The development of the financial management structures outlined today, with the Tibbs-Rayner efficiency unit pricking and prodding, could help the Civil Service to improve its effectiveness while simultaneously highlighting scope for rational manpower cuts. The unions, which have never resisted the intellectual force of this approach, might well be more willing to help if the blunt axe is used in the wings. Morale would revive, together with public esteem for the Civil Service as a worthwhile career.

"If you're not careful as a minister, you can find yourself the titular head of the bureaucratic machine, moving relentlessly in the direction the machine wants... it's a very important requirement that you should be able to identify this phenomenon and decide at what point, if any, you wish to assert your own influence."

THUS Mr Michael Heseltine, who nine months ago was elevated to head what is Whitehall's largest, and certainly its most complex, bureaucratic machine. He was brought in to the Ministry of Defence last January, initially to stem the tide of anti-nuclear protest in the run up to the General Election, a job he did with gusto and much success.

But the task that now faces him—and for which he was also singled out by Mrs Thatcher—offers much less chance of immediate or dramatic results, or weight to the bureaucratic mind. Heseltine's description of the dilemma facing any Whitehall minister is especially apt for his own task at the MoD. Its bureaucracy certainly has a momentum of its own which, in the view of one senior civil servant, has not been challenged by any minister in recent years.

Ministers of defence, he says, fall into three types: "the ones who run us, those who are good because they fight our corner with the Treasury and Cabinet and those who are bad because they don't." The only one he

The largest single customer of British industry

can remember in the first category was Denis Healey, Labour's defence minister in the late 1960s. "But he was interested in policy, not management he says."

Heseltine is cast in a very different mould from Healey. But, like the veteran Labour MP, he has all the skills of a consummate politician. Talking about the massive ministry over which he now presides he gives no hostages to fortune and lets slip no comment whatever about his impending battles with the Treasury over this year's spending review.

Above everything else he knows that it will take all the willpower he can muster to change the bureaucracy without in the process being swallowed up by it. No one, he told Parliament in July, can approach managing the MoD without an "awesome appreciation of its scale."

By any standards the Ministry is huge. In effect a federation of five separate departments: the "semi-autonomous" army, navy and airforce, the 43,000-strong Procurement Executive which buys the forces' weapons and equipment, and the central administration. Latest figures

put the armed services at 321,000. The MoD's home-based civilian staff after a 16 per cent reduction since 1979 should stand at 200,000 by next April. Then there are an additional 32,500 civilians overseas.

This year's budget is nearly £16bn, making Defence the biggest spender after Social Security (£22bn). Of this £16bn, £7.2bn will go on weapons and equipment—by its own estimate the ministry is the largest single customer of British industry.

It accounts for about half the output of the aerospace industry, and one-third that of electronics and shipbuilding. The MoD supports 242,000 jobs in British industry directly, and another 183,000 indirectly, while "at any one time 10,000 British companies are working on defence contracts."

Heseltine decided long ago that if ministers were to manage—to act as a "counterweight" to the bureaucratic mind—the first priority was better information about what was going on.

He is convinced previous attempts to reform public sector management failed "because there is no detailed capacity for the people at the top to know what is happening." Hence his key tool is what he terms the Management Information System for Ministers, or Minis which he first introduced in the Department of Environment in 1980. "Minis is the only way I know in which the debates between ministers and the machine can be conducted on an equal basis," Heseltine says.

It seems astonishing that the information being collected through Minis was not available in any other systematically collated form, but apparently it was not. It's end result is a whole series of charts and special documents which are designed to show the anatomy of a ministry: precise staff numbers and their costs, plus the responsibilities, objectives and performance of all managers describing what they do. Then, depending on their seniority, they face an inquisition on what they have written from the Secretary of State himself, or from the special Minis unit which even reads out what they say.

Minis is a mammoth exercise which "creates a massive amount of work—it's designed to," Heseltine says. So far, not even a share stake, people and functions in a form which everyone in the ministry can understand and "can therefore discuss without the sort of purple passage language" which normally accompanies such dialogues.

But he recognises that the system can only operate properly if all senior managers use it. Clearly the mere fact of describing what they do helps sharpen civil servants' awareness of their own responsibilities, as does the probability that they will be questioned by the minister. He also believes that

so far as the 156 under-secretaries or two-star service appointments at headquarters. These are the men "who ultimately each have at least a half-hour session with Heseltine himself. The 750 assistant secretaries and one-star officers working under them have also been assessed. This, the Minis unit reckons, covers the activities of some 34,000 headquarters staff."

Rather less detail has been sought so far on some 200,000 other staff further down the line, in support organisations like army workshops. At this operational level the questions are more basic, designed to highlight cash and cost controls. Apparently about 70 per cent of those responsible for the MoD's 500-odd executive operations do know their costs, but not many have formed budgets in the stringent sense the Secretary of State would like.

At all levels, Heseltine is trying to identify areas of weakness. He discovered, for example, that the DoE had 11 headquarters buildings in London and ordered a reduction to three. Going no further west than Fulham, he has so far counted 25 in the MoD. The figure was "astronomic," not only in London but "all over the world," he said, "and there is no fighting capability in much of that."

At its simplest, Heseltine says, Minis is designed to describe the MoD's cost, people and functions in a form which everyone in the ministry can understand and "can therefore discuss without the sort of purple passage language" which normally accompanies such dialogues.

Those questioned in detail

BRITAIN'S DEFENCE MINISTRY

Heseltine's £16bn challenge

By Bridget Bloom, Defence Correspondent



"I cannot stand up in Parliament and say I haven't enquired into Mr Jones' activities because he said 'please leave me alone'."

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Those questioned in detail

process is already revealing "quite a lot of latent, high class managers."

Heseltine expected and found resistance from officials at first but says co-operation has since been exemplary. He leaves the impression, however, that he would have gone ahead anyway.

An official tells the tale of a senior colleague who wrote on his Minis form that his objectives for the future were to be left alone. "Everyone wants to be left alone," Heseltine says. But he adds, somewhat icily, that he could not stand up in Parliament and say "I haven't enquired into Mr Jones' activities because on beginning to do so, he said 'please leave me alone.' Parliament would not understand that. And, to be frank, neither would I."

Investigating though the effects of Minis may be in the upper reaches of the MoD, what does Heseltine actually hope to achieve by improving the ministry's management?

He is reluctant to go into much detail, partly, it seems, because he feels that the base of his information, through Minis, is not yet secure, but partly also because of innate political caution. ("Cautious" is a favourite word of his.) "I wouldn't run from that description," he says.

Pressed to define what he meant when he told Parliament that "significant change" could result from Minis in the medium term, Heseltine outlined four main areas which, he ultimately agreed, were intended to produce action that should save hundreds rather than tens of millions of pounds a year.

These areas are: ● **Reduction in resources from administration** to sharper emphasis on the fighting forces — "reducing the amount of overhead activity in favour of the chap at the sharp end," as he put it.

● **Much greater responsibility of managers at all levels for the money they spend.** The "responsibility budgets" introduced on a "very tiny scale" under his predecessor Sir John Nott will be "very greatly extended," as will ministerial scrutiny.

● **Very large parts of the organisation which would not normally or naturally receive it.** ● **Much greater interplay between the private and public sectors.** This would range from the measures already being adopted to tighten relationships between defence contractors and the procurement executive, including increasing competition in defence contracts, to much wider exchange of personnel between industry and the MoD which is just beginning.

● **Greater exploitation of the MoD's latent assets.** In particular, the research side of the department will be going through "very considerable scrutiny." The MoD spends some £2bn a year on Research and Development. Although Heseltine does not agree with Sir John Nott that there was a

1:2 ratio of R & D to production which could "lead to bankruptcy," it is clear that he wishes to rationalise spending on defence research as well as multiply the civilian spin-off from it.

Heseltine told the Prime Minister's recent conference on science, technology and industry that he believed large defence contractors were not sufficiently entrepreneurial in the exploitation of detailed research, and he is unhappy that the rights for R & D projects commissioned by the MoD from the large companies remain with them.

Heseltine's hour-long interview came just before he began detailed conversations with the Treasury on the current spending review and he was particularly anxious not to be drawn on that subject.

In July the Treasury cut £240m from this year's defence budget without his knowledge, only hours after he had publicly introduced the Defence White Paper. In recent weeks, the Treasury has made it clear that the defence budget is again a prime target, not just in the current year but, more importantly, in the years ahead.

The big battles will be over whether Britain's commitment to NATO to increase spending by a real 1 per cent a year is to be renewed after 1985-86—as well as over whether, also after 1985-86, the Falklands, this year costing £225m, will be funded by the Treasury in addition to the "normal" budget. Heseltine says of the Treasury: "I don't know what they are

The Treasury has a galling gun mentality

going to argue and I don't know who's going to prevail. How can it? So there's no use speculating in public about it."

He only let the visitor slip for a moment during his interview. "I think people are pretty aware of the way the Treasury operates," he said. "They have a galling gun mentality. They just sweep the area and see what falls off the trees. . . . I shall never be forgiven for that," he added a little ruefully.

Leaving a lasting impression of a well-willed organisation as the MoD must be among the more daunting tasks in British politics—so it is hardly surprising Heseltine rarely lowers his guard. He will not be drawn either on questions of broader defence strategy—though he makes it perfectly clear he has no intention of changing any of Britain's major commitments to NATO.

But pressed again to detail precise aims it is the politician of broad aims. He does not believe in publishing targets—even in broad terms. Those would be just broad targets. The broader the target, the easier to hit."

Men & Matters

Buying spree

American hotelier Stephen Sonnabend is in London this week with a short shopping list. He needs just two items—a luxury hotel in the middle of London, and another in central Paris.

Sonnabend is senior vice-president of the \$100m Sonesta International Hotels Corporation, which is controlled by the Sonnabend family after being built up by his father. His brothers Roger and Paul are respectively president and vice-chairman.

They made a mark on the London hotel scene in the early 1970s when they ran the Carlton Tower Hotel, Sloane St—for a while it was even called the Sonesta.

Attracted by a good deal the brothers sold their lease on that hotel to the Lex group for \$15m. "The highest figure per bedroom for a London hotel that had ever been recorded," Stephen Sonnabend claims with pride.

Since then the group has



"Just a gallon—I over subscribed on your share offer"

changed the style of its hotel activities quite radically—when is why he is now shopping around in London and Paris. It has discarded a number of motor hotels in the U.S. and trimmed its operations to just six international hotels including a new one in Amsterdam—the group's only hotel in Europe at the moment.

The brothers are now convinced that they must make big investments in London and Paris.

Acquisition of existing hotels looks to them to be the most attractive way forward. "To build would take five years... we would rather not lose that time," says Stephen.

Late drinkers

Tea ladies no longer rumble along the balls of Shell Centre on London's South Bank. They have been replaced by shiny new drinks dispensers which state in bright lights that the drinks are free. As a result, Shell's consumption of hot drinks is rocketing.

But there is a restriction. The dispensers are programmed to demand money after 5.30 pm. Says a Shell executive, "Any one who works that late makes enough money to pay for his own tea."

Man of the hour

One man who has wasted little time in recovering from the apparent revolving door method of hiring and firing executives at West Germany's Grundig empire is Horst Rosenbaum.

He has popped up as the new chief executive of the clock maker Kienzle Uhrenfabriken. This follows a quiet few months since he faded from the picture at Max Grundig's TV and video-recorder concern.

Rosenbaum made quite a

splash in German business circles when he switched from a top job at IFF's Standard Elektrik Lorenz to become a Grundig lieutenant towards the middle of last year. Like many men before him, he looked for a while like hell—apparently to the credit of his company founder. But then he cleared his desk after less than a year.

Now, as man of the hour at Kienzle Uhrenfabriken, he will acquire a share stake, head a three-man management troupe and synchronise the work of the 1,000 employees. Kienzle, a long established concern mainly owned by the Kreidler family, reckons business is going like clockwork, and is regularly making profits.

Still only 49, Rosenbaum, you might say, has time on his side.

Fruit pickers

Some American computer pioneers back in the stone age of the 1970s called their micro machine Apple and soared into the world league on that simple name.

I would have thought that every available fruit would have long since been copyrighted from stem to pip by eager imitators.

Not a bit of it. Britain's ACT, which has made its name with software and the best-selling Sirius machines, unveiled its new portable executive micro-computer in London yesterday. It has been christened Apricot.

A charming fruit, I agreed with the ACT men. But why Apricot?

It transpires that they began by looking for a simple, friendly name which included the company initials ACT, and came up with Apricot as a working name during development.

When the full ACT board met to decide on the final name for the new machine, board members were about equally divided. Half wanted to keep sweet Apricot. The other half wanted

Mother's view

Strong language, violence, alternative lifestyles, catering to minority tastes—just the sort of things, you might suppose, that would upset the lady stalwarts of the Mothers Union.

But no, Channel 4, familiar with controversy in its early days as Britain's newest entrant to the small screen stakes, has been given a maternal seal of approval by the MU.

"We haven't got a Mary Whitehouse axe to grind and we're a lot more liberal than our image," asserts the MU. All of which is good news for Barbara Hosking, information head of the Independent Broadcasting Association and due to speak at an MU seminar today on broadcasting.

In spite of much public fuss about some of the Channel 4 programmes, the union members have some complimentary things to say about its offering.

It is a pleasing, if novel experience for Jeremy Isaacs, CA's chief executive, to find himself firmly cast on the side of the angels.

Clear order

From Andorra comes the story of the window cleaner who asked an old lady if she would like him to clean her windows. "That's very kind of you," she said. "But only on the inside. I don't want noney parkers looking in."

Observer

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ITALY'S HEAVY INDUSTRIES

Craxi picks up the axe

By James Buxton in Rome

THE MOMENT of truth has arrived for Genoa. Each day the newspapers speak of "agony" for the Italian Government is nervously itself to make sweeping cuts in the steel and shipbuilding industries which are two of the city's biggest employers. The unions are preparing to paralyse the city in a 24-hour general strike tomorrow.

About 10,000 Genoa jobs in steel, shipbuilding and mechanical engineering have been earmarked to disappear as plants are closed in the next year or so. They all belong to IRI, the state industrial holding company and amount to a quarter of IRI's workforce in the city. Job losses in companies that depend on the plants to be closed are inevitable, too.

That might seem something less than agony by comparison with the redundancies and decline in Liverpool. Indeed, Genoa still has among the highest standards of living in Italy. But Italian cities are not used to this sort of thing. The effects of the world recession have been mild compared with, say, Britain, and nothing has been more cushioned than the state sector.

It is Genoa's misfortune that the state is its biggest employer, that its industries are mostly traditional, and that the relative decline of the past few years has been masked by the continuing generosity of Rome. The classic symbol of decline is Genoa's fine-looking port, Italy's biggest: its restrictive practices, untouched by years of complacent management by political appointees, are such that Genoa's importers have been known to bring in goods via Rotterdam.

Now Sig Bettino Craxi, Italy's first Socialist Prime Minister, is having to confront the consequences of years of sheltering serious economic problems by his predecessors. In the past 10 days IRI has told the unions that it intends to cut the national workforce of its steel subsidiary Finisider by 25,000—more than a quarter of its 92,000 strong steel workforce. Finisider, its shipbuilding subsidiary, is planning 6,800 job losses. Ansaldo, the electro-mechanical engineering group, wants to shed 3,000 workers. ENI, the state energy holding company, plans 6,500 cuts in the chemical industry, mainly in the south and Sardinia. Most of the



Sig Craxi, the Italian Premier, and the Finisider plant in Genoa

figures are kept a little vague. No final decisions have been made and nothing has been agreed with the unions. However well over 50,000 people may find themselves affected by the cuts in the coming years. Successive Italian Governments tried to stave off the effects of recession, with the result that the public sector borrowing requirement soared to almost 18 per cent of GDP last year and is expected to go even higher this year. The Government's apparent lack of urgency in reducing it is beginning to worry the financial markets.

Though Governments failed for three years to do much about the economy, industrialists in the private sector brought about something of a transformation. A strike at Fiat in 1980, which the management won, halted a cycle of declining productivity and profits for large private sector companies. Since then the big private sector companies have become more confident, efficient and bolder in cutting their labour forces, while avoiding serious clashes with the unions.

The state has also provided a helpful, if expensive, cushion. Employees of big companies in Italy are hardly ever made redundant. Instead, excess workers go on permanent lay-off, on about 90 per cent of their normal wages, of which the state pays the lion's share. In many cases this kind of first class unemployment pay lasts for years.

The state has also burdened some of the big

private sector groups of their worst albatrosses. IRI last year took over Fiat's steel subsidiary, Teksid. ENI this year bought many of Montedison's primary chemical plants. But with some notable exceptions the state sector companies did little to rationalise their own affairs. IRI's losses this year are expected to reach L3,000bn (£1,242bn). Last year it was L2,672bn on sales of L37,760bn and the company's debt at the time was only slightly less than its turnover at L35,600bn.

Two-thirds of this stupendous deficit is due to the steel industry. IRI's steel holding company, Finisider, has lost L5,000bn in the past three years and this year alone is heading for a record loss of L2,050bn, on sales of over L10,000bn. The other major component of the losses is Finisider's shipbuilding arm, which has been hit by the world shipbuilding slump but until now has done little to reduce its payroll.

Though the steel industry has been losing money for years, it was until a few months ago regarded as almost sacred. The creation of vast modern integrated steel complexes on coastal sites was seen, when it was embarked on in 1951, as one of the best ways the state could contribute to overcoming Italy's economic backwardness. Later it was a way of helping the impoverished south. The logic of the plan created its own momentum, so that expansion of the big centre at Taranto in the south ended only in 1976, and it was only in 1979 that the

idea of building another big centre in Calabria was dropped. That year the EEC declared a state of "manifest crisis" in steel. By that time Italy had steel capacity of 38m tonnes, the second biggest in Europe after West Germany.

For a long time the EEC supported and assisted the great Italian expansion, and until 1981 Italian steel consumption was rising, though much of it was being met by imports since the country is deficient in production of high value flat products. Both the politicians and the unions had so much capital tied up in the state steel industry that closures were unthinkable.

Finisider attributed its losses to the colossal interest payments caused by the Government's inability to capitalise adequately. The argument, however, diverted attention from the industry's manifest inefficiency, and from the fact that it is now running at less than 60 per cent of capacity.

Until this year Italy virtually ignored EEC requests under its steel regime to make reductions in its steel capacity. The creation of vast modern integrated steel complexes on coastal sites was seen, when it was embarked on in 1951, as one of the best ways the state could contribute to overcoming Italy's economic backwardness. Later it was a way of helping the impoverished south. The logic of the plan created its own momentum, so that expansion of the big centre at Taranto in the south ended only in 1976, and it was only in 1979 that the

Brussels decreed at the end of June that Italy must cut 5.8m tonnes of capacity by 1985, all but 1m of it in the state sector. Despite an initial

outcry, the Government in effect agreed, subject to various provisos, including a new division of the cuts that meant greater reductions by the private sector, where most economically feasible cuts have long since been made.

The new Finisider plan was presented to the unions by Sig Romano Prodi, chairman of IRI since last autumn, after he had secured Sig Craxi's backing. The plan entailed, as expected, drastic closures in blast furnace and steel-making capacity at the Coriglianese plant at Genoa and closures and reductions at other steel plants, including the Bagnoli complex on the outskirts of Naples, which is now largely closed on a "temporary" basis.

IRI's idea is that the surplus 33,000 men could be given early retirement at the age of 50 (and 23,500 of Finisider's workforce are over 50 anyway). This would avoid putting them on state subsidised lay-off, but would still cost the Treasury about £800bn and require special legislation.

The unions are not fiercely opposed to early retirement in the steel industry, but they see the issue as only one element in the bargain they hope to reach with the new government. They want lavish financial help to create jobs in places like Genoa, Naples and Sardinia which will be hit by the job losses in the pipeline. They also want a plan to give work to 200,000 young people, particularly in the south, and a decisive say on what the Government does to cut social security benefits and pensions. In return, they would accept the wage restraint proposed by the Government—that real hourly wages should not increase for three years.

The trouble is that all this means speeding more money when the need is to spend less. Appalling choices are piling up on the desk of an inexperienced Prime Minister from a party with one foot in the trade union movement, shackled in coalition with a Christian Democrat Party still uncertain whether it is a party of economic rigour or largesse, and with the Communists offering strong opposition from the left.

If the Craxi Government fails, the economic and political consequences could be dreadful. Even for Italy, where the crunch never quite seems to

Council for the Securities Industry

A case that should not go by default

By Sir Alexander Johnston

WHEN THE Council for the Securities Industry was set up by the Bank of England in 1978, it was given wide terms of reference to keep under review the evolution of the securities industry and to initiate new policies and codes. Yet this year the CSI played no part in the discussion of major changes in the Stock Exchange. The omission was noticed in the House of Commons but has not been the subject of much published City comment.

If the Bank of England is to be clearly established as the supervisor of the securities market, with the CSI performing specific tasks and available as a forum in which operators and users can be consulted by the Bank, then the CSI should be relieved of the wider responsibilities which it has inherited. It would be unreasonable to leave the CSI open to criticism for failing to perform a role when it is not in a position to do so.

However, the case for giving the wider role to the CSI, rather than to the Bank, should not be allowed to go by default. The Bank has great authority and will perform the supervisory function with skill and dedication but it labours under difficulties. The Bank is much closer to the operators—the Stock Exchange and the merchant banks—than to the users of the market. Although it would wish to take a balanced view on a contentious issue, this is not always easy.

Further, the Bank cannot allow its activities in the securities field to operate in ways that would weaken its authority in banking and finance. This can sometimes result in what looks like weakness in the face of determined opposition. Self-regulation depends mainly on consensus and agreement but inevitably there are major issues on which a majority view must prevail. If the chairman of the CSI feels strongly that a course of action should be taken and is opposed, he can threaten to resign. The Governor of the Bank is unlikely to use such a threat in what is essentially a peripheral activity of the Bank.

The users of the market are fragmented. They seem to have appreciated the value of the CSI as a body where they could have an effective voice, as happened in the regulation of

down raids and could usefully have occurred with the Stock Exchange alterations in organisation. These alterations may have repercussions on other self-regulatory organisations. The Bank of England is represented on the CSI and participates fully in the discussions on the Council. It has, however, done little to encourage any wider authority of the CSI. Symptomatic of its attitude is the fact that it has not involved the CSI in the work of the Joint Review Body which was established to keep under review the extent to which Government regulation and self-

need a small but very high-powered staff, able to deal directly with the heads of the various organisations concerned. The recent arrangement, made on the initiative of the Bank, by which the Director-General of the Takeover Panel acts also as the Director-General of the CSI, done little to encourage any wider authority of the CSI.

The Director-General of the Panel has a whole-time job (almost more than whole-time when there is hectic takeover activity) and merchant banks will always insist on involving the top official in important issues. Further, the Panel requires an executive type as Director-General, whereas the CSI would need someone interested in broad policy issues. There are individuals who can fill both roles but they are rare.

Finally, the arrangement by which the Director-General of the Panel serves for two years has worked well because merchant banks are prepared to release high quality staff who are already versed in the intricacies of takeovers for this short period. The Director-General of the CSI covers a much wider span and needs a longer period of service, possibly provided by a man towards the end of his career.

Various organisational changes might also usefully be made. For example, the chairman of the constituent organisations normally serve as members. Where a chairman changes frequently, more permanent representation would be advantageous.

The Stock Exchange, when it faced new competition from the Axiel computer trading system, set up a committee of users of the market to advise its chairman when changes in charges and other matters were proposed. If this committee survives the abolition of fixed commissions, there would be some advantage in transferring its work to the CSI.

The users of the market—industry and commerce, the insurance companies, pension funds and others—ought to be involved in the machinery that supervises change in the securities market. The CSI can fulfil this need.

Sir Alexander Johnston was deputy chairman of the Takeover Panel from 1979 to 1983, and deputy chairman of the CSI from its inception in 1978 to July this year.



regulation were meeting the needs of the securities market. In 1980, it set up the City Capital Markets Committee covering some of the same ground as the CSI.

The really significant change is that the Bank has become much more active in all the developments that are taking place in the securities industry, sometimes operating in an untidy relationship with work being done by the CSI. A recent newspaper article on developments in City institutions referred to the Bank of England, not the CSI, as the British equivalent of the U.S. Securities and Exchange Commission.

Were the CSI to be given a wider and more effective role, the chairman would have to continue to be a strong independent figure from outside the securities industry. An independent element in the Council should continue. The Council would

Letters to the Editor

Waste in small business advice services

From Mr J. Egerton

Sir—In his article "Waste in small business advice service attacked" (September 19) Tim Dickinson observes that chambers of commerce have been criticised for neglecting smaller members and goes on to suggest this as a possible explanation of the proliferation of enterprise agencies and small firm support organisations. There are some problems with this thesis.

If it were true, one would expect that enterprise agencies would have sprung up where chambers were weakest. In fact, the earliest and largest enterprise agencies are in areas with strong chambers with an unusually high number of small firms in chamber membership. It is true that agencies have now proliferated into areas with weak chambers, and in some cases seem to have adopted some of the roles properly discharged by a chamber, but there is no evidence that enterprise

agencies are in any sense competitors to chambers. Rather, enterprise agencies complement chambers by supplying a specialised service in contrast with the services, information and representation provided by chambers for the generality of their members.

The evidence of small firm dissatisfaction with chambers is a helpful, if expensive, cushion. Employees of big companies in Italy are hardly ever made redundant. Instead, excess workers go on permanent lay-off, on about 90 per cent of their normal wages, of which the state pays the lion's share. In many cases this kind of first class unemployment pay lasts for years.

The state has also burdened some of the big

Although the bulk of chamber membership consists of small firms, there is some evidence which implies that the chambers which have the highest proportion of local small firms in their membership also have the highest proportion of local large firms which would not be the case if there were serious conflict between providing services for small and large firms. Indeed, since one source of information used by chambers in answering requests from members is other members, small firms almost certainly benefit from chamber efforts to involve medium and large firms. Dependence on exclusively small firm organisations for help and advice could clearly limit the ability of a growing firm to obtain information necessary for its development.

J. R. S. Egerton,
Oxford Centre for
Management Studies,
Kemington,
Oxford.

Coal as a gas source

From the Chief Executive Officer, GBC Gas Corporation

Sir—After reading (September 18) the article "NGB predicts return of coal as a major gas source", the idea that demand for natural gas will continue to grow in the United Kingdom as well as in the rest of the world is accurate. But, to think that this gas will be produced from the conversion of coal is, in my opinion, a gross error because the conversion of coal to methane cannot be accomplished in a way that is both environmentally benign and commercially competitive with the production of natural gas from the United Kingdom. Although currently developed North Sea natural gas will eventually be depleted; enormous and unmeasured amounts remain to be drilled at deeper levels. In addition to the further development of North Sea gas, there has been almost no exploration of the deeper horizons onshore and it is the firm opinion of this exploration geologist that substantial national resources of natural gas can be developed from both offshore and onshore England at prices substantially lower than that which can be obtained from any reasonably environmentally benign coal gasification plant.

For these reasons, I would hope your National Coal Board would take a lesson from our Sulphur Corporation which has underwritten a \$2bn coal to gas conversion facility which is currently projected to lose \$1bn in its first decade of operation. Robert A. Heifner III,
6441 NW Grand Boulevard,
Oklahoma City, OK 73116.

A service for the institutions

From the Managing Director, Automated Real-Time Investments Exchange

Sir—I was interested to read Mr Leach's comments (September 22) on ARIEL, but as the present managing director I would like to correct any impression he may have given that ARIEL's mission has now been accomplished.

ARIEL is now operating on a profitable basis, and, as a result of recent internal reorganisation, I have every confidence that the company will remain competitive and continue to provide a service for the institutions, whatever commissions, or dealing practices are adopted elsewhere.

P. C. Hicks,
42-17 Minories, EC3.

Choice in taste

From the Managing Director, Uden Associates

Sir—If Colin Amery (September 19) had been a little less quick with the knife he would have noticed that Stephen Bayley, the curator of the boilerhouse project and author of the present "Taste" exhibition, did not exhibit a safety razor and an oil can as "good" because it relates closely to its function (whatever that means). I did. These objects are in a section of this exhibition devoted to weekly guests who are asked to make a case for their taste in objects.

Mr Bayley was scrupulously fair in allowing me to exhibit within reason whatever I wished, but by cross-purposing my personal selection with Stephen Bayley's historical view, Colin Amery conceals an argument against the curator and the exhibition as a whole.

Patrick Uden,
Letchford Wharf,
Chelsoe Road, Chelsoe, SH10.

Agricultural tenancy legislation

From Mr A. Rosen

Sir—John Cherrington reports (September 22) that the Government is intending to legislate in respect of agricultural tenancy law. He states that this will be based on proposals worked out by the Country Landowners' Association and the National Farmers' Union.

The whole idea of new legislation was based on the need for new entrants to rejuvenate the farming industry and that more encouragement needed to be given to landlords to increase the number of farm lettings available. Under present laws there can be no sensible reason for any private landlord to let his land.

It is now accepted by all concerned, however, that the CLA/NFU proposals will not bring one new farm into the letting market, indeed it will act as an even greater deterrent than the present laws.

Knowing this what possible reason can there be for proceed-

ing with this further piece of harmful tinkering with the law?

If it is indeed the wish to increase the opportunities for new entrants then it can be done very simply by making it fiscally advantageous to be a landlord rather than an owner-occupier.

Anthony Rosen,
Moor Hatch,
West Amesbury, Wilts.

Cuts in capital programmes

From the President, National Federation of Building Trades Employers

Sir—Your article (September 23) about reductions in public housing investment planned for 1984/5 has caused grave concern to the construction industry. Press reports of the Government's intended actions must always be treated with caution but the authoritative nature of your newspaper and this article in particular urges me to treat it most seriously.

If the Government does indeed go ahead with the £500m reduction in housing investment programmes and the further cuts in urban programmes which are suggested, then this will be a damaging and short-sighted blow to employment, training and confidence in my industry. Capital programmes have already been virtually the full brunt of the Treasury axe in the last four years, while current expenditure has continued to rise. The Prime Minister seemed to have fully understood the folly of this approach when she launched her admirable initiative to increase capital spending last October.

All her good intentions then will be totally wasted now if the Treasury does indeed impose such cuts on capital programmes for the forthcoming financial year. Employment in the construction industry has already dropped

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Lebanese ceasefire marred by clashes

By Patrick Cockburn in Beirut

PALESTINIAN guerrillas exchanged fire with the Lebanese army and Syrian forces at the Baddawi refugee camp in north Lebanon after a Palestinian ceasefire in which up to 17 guerrillas were reported killed.

On the second day of the ceasefire, the Lebanese army and guerrillas in the south-east outskirts of Beirut clashed leaving at least one Italian paratrooper injured in the crossfire.

Efforts to form a military committee from the Lebanese army and guerrillas to arrange for the commitment of as many as 600 UN observers ran into difficulties.

Its first meeting was delayed because of the difficulty of finding a neutral place to meet and some factions had not decided on their representatives.

A meeting between the leaders of different parties in Lebanon is due to start once the ceasefire is seen to have taken hold, though it has not been decided where it will meet.

Tension has also eased in the southern suburbs of Beirut, the stronghold of the Shi'ah Muslim sect, where there have been clashes between the army and local militiamen. Amal, the Shi'ah political grouping, controls almost all the area, which contains up to 600,000 people.

Although there were plenty of militiamen on the streets yesterday, both in military and civilian clothes, there were no exchanges of fire with the army.

Nevertheless, the inability of the Government to exercise any authority over about half of the population of the capital clearly weakens President Amin Gemayel's authority.

Any move by the Lebanese Army into this area, stretching past the U.S. marine positions to close to the hilltop suburb controlled by the Druze, could lead to a breakdown of the ceasefire.

Amal, led by Mr Nabih Derr, has kept a certain distance between itself and the rest of the Syrian-backed opposition, but its arms all come from Syria.

Two Amal gunmen were cleaning their guns yesterday in a ruined house only 100 yards from a U.S. artillery battery of 155mm guns pointing at the hills.

In any clash, the Americans would find it difficult to defend themselves, and the use of their heavy guns against the close-packed slums would cause heavy civilian casualties.

Amal leaders are adamant that the army will not be allowed to enter their strongholds. Their militiamen, although short of heavy weapons, are highly motivated.

Reagan urges boost for IMF funding

Continued from Page 1

The Fund to show that they will continue to co-operate with the institution.

He also made it clear that the Fund would be calling on its richer members for further loans in future years. Although he gave no figures, IMF staff privately estimate that up to \$6bn might be needed in 1985-86, in addition to the 1984 loan now being negotiated.

Although several countries including the U.S. and West Germany have been calling for a reduction in the general scale of borrowing from the Fund, M de Larosiere made it clear in his speech that the "realities of the time" required that the substantial lending available to debtor countries under the so-called "enlarged access" facility will need to continue.

It was mainly because of M de Larosiere's insistence that ministers were forced to continue talking into the small hours of Monday to agree a new formula for the scale of lending for the Fund in 1984. Their compromise will enable the IMF to increase overall help to countries in special difficulties by about 20 per cent.

Eastern 'to go bankrupt' if wage cut is refused

BY TERRY DODSWORTH IN NEW YORK

EASTERN Air Lines, the fourth largest U.S. carrier, threatened yesterday to follow Continental Airlines into the bankruptcy courts if its 37,500 employees refuse to accept a 15 per cent pay cut.

The challenge comes only days after Continental took the unusual step of filing for the protection of the courts under Chapter 11 of the bankruptcy laws in a preliminary step aimed at lowering its wage rates.

Mr Frank Borman, the former astronaut who is Eastern's chairman, told employees that if the company could not obtain significant cost reductions it would have to adopt the same policy or close.

The move provides further evidence of the financial strains that have spread across much of the

U.S. airline industry during the past year. Eastern, which operates mainly on East Coast routes, has suffered from sagging demand at a time of rapidly escalating wage commitments.

Only six months ago it agreed to a pay and benefits package giving its machinists an increase of almost 30 per cent by the end of next year, and it is facing strike threats by its 5,800 flight attendants in the middle of next month.

Yesterday the machinists and the company's 4,000 pilots rejected the pay cut proposal. The pilots recorded a vote of no confidence in Mr Borman - who has himself promised to cut his own annual salary of \$331,000 to \$1.

Eastern's finances have also been undermined by a three-year se-

quence of losses amounting to a net total of \$158.2m by the end of last year. Since then it has run up a further \$106m deficit.

Michael Dome, Aerospace Correspondent, writes: If Eastern closes or files for protection under Chapter 11, it could cause serious financial difficulties for UK aerospace and aero engine companies, several of which are involved with Eastern's fleet re-equipment programme.

Rolls-Royce could be particularly affected, as its RB-211 engines are used in Eastern's fleet of 28 Lockheed TriStars, all of which are in service, while its 335 engines are used in the fleet of 27 Boeing 737s now in process of delivery.

Other U.S. corporate news, Page 19

Germans to probe Chevron takeover

By John Davies in Frankfurt

THE FEDERAL Cartel Office in West Germany intends to look closely at plans for Texaco to take over the petrol distribution interests of Chevron.

The takeover is part of a deal under which Texaco is to buy much of the refining and marketing assets of Standard Oil of California (Socal) in north-west Europe. Chevron is a Socal subsidiary in West Germany.

The Cartel Office said yesterday that it would examine the West German aspects of the deal very critically, but it was too early to indicate what attitude it would take. A decision might take three or four months.

However, the Cartel Office said there were fewer difficulties than in the Rothmans-Philip Morris case. In that instance, it banned a merger of the cigarette groups' German operations although the merger was part of a wider international deal.

The Cartel Office's ruling against the cigarette companies was upheld recently by a West Berlin court, but the scope for legal appeals has not yet been exhausted.

A Texaco takeover of Chevron would increase its involvement in petrol marketing. At present, Texaco operates more than 2,500 petrol stations and Chevron about 400.

Texaco said yesterday that the company would continue to streamline marketing by closing unprofitable petrol stations. But it was not yet possible to say how this would affect the position.

The number of petrol stations in West Germany has been steadily falling. At the end of last year, the country had just under 23,000 petrol stations, less than half the number in 1969.

For some years the oil companies have reported heavy losses on refining and distribution in West Germany, because of intense competition and over-capacity.

The companies have had difficulty pushing through price increases because of competition from petrol coming through the free market and refined abroad.

In the latest price move, Aral - the biggest chain of petrol stations - has just lifted petrol prices, after a decline in recent weeks as the holiday season came to an end. Other oil groups say they have not yet decided about price increases.

Paris seeks electronics 'alliances'

Continued from Page 1

over five years in the French electronics sector, M Fabius said that the state's share would be about 25 per cent.

The Government, through Defence Ministry and PTT orders as well as other fundings, gave support to the electronics sector worth nearly FF15bn this year, an aide of M Fabius said yesterday.

He said the rate of government support would be maintained at more than FF10bn next year.

These figures disguise a host of problems in the industry, including the continuing heavy financial needs of state corporations to cover past losses and accumulated debts. Moreover, the Government is clearly under pressure to maintain its financing commitments in the face of its current policies of budgetary restraint.

To enable France to make what President Francois Mitterrand called yesterday "the great leap forward," the Government is launching a number of new ventures to support the development of the sector.

Priority will be given to electronic ventures in the recently arranged state fund for the modernisation of French industry, a robotics plan is soon to be approved by the cabinet; public sector purchasing methods are to be simplified for electronic orders by reducing bureaucracy.

THE LEX COLUMN

BHP adds steel to its keel

The Bank of England's new captain, Mr Robin "Stonewall" Pemberton, is taking no chances in his first innings. On what looked yesterday morning to be a perfect batting wicket, he played a series of ending deliveries from Clive, Gerrard and others with a straight and defensive bat. Suggestions from the pavilion that he was saving his attacking strokes to coincide with the selectors' annual meeting in Blackpool were not in the spirit of the game.

BHP

Australia's largest company has made an appropriate contribution to the day of national celebration. Yesterday's figures for the three months to June showed that Broken Hill has at last come to grips with the steel division, which lost no less than A\$14m in the year to June.

With the bulk of the rationalisation programme now complete, and production running at perhaps 85 per cent of available capacity, steel has reversed sharply to a net profit of \$10.6m for the quarter, despite a fall in overall tonnage, and group profits are up 42 per cent at \$124.8m.

With a difficult wage round ahead, the steel division is not certain to stay in the black for the full year. But, after the haemorrhage of recent years, at least the cash bleeding should be stemmed. And, with BHP's share of the monumental Utah acquisition still to be financed, cash generation must be at the top of the group's list of priorities.

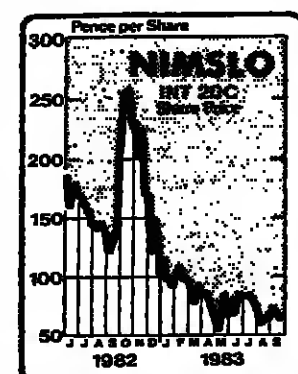
BHP seems close to finalising a project financing for part of the deal but, depending on its final stakes in the Utah consortium, BHP might still need to raise around \$300m from the equity market.

Mr Robert Holmes & Court may, ironically, have facilitated this task by drawing attention to the low market valuation previously accorded to BHP's assets. His own takeover attempt may net perhaps 2 per cent of the equity now that the terms have been improved. Mr Alan Bond, of course, could buy the whole company this week for a pint of beer and a five cent cigar.

Nimslo International

Nimslo's 3D camera was only on sale last year's first half for less than three months in Florida and about as many weeks in 16 other eastern U.S. states.

In the six months to June, the camera was nationally available in the U.S. and appeared in British and West German shops for the first time. For sales to have increased from \$0.6m to just \$3.8m must therefore, be causing the company deep concern, notwithstanding the market has been turning against NEI lately and not even a fairly confident statement yesterday could stop the shares drifting another 4 1/2p to close at \$11, down



ing the array of mitigating factors lined up beside yesterday's interim results which showed an attributable loss up from \$0.5m to \$1.8m. The shares closed 2p down at 82p.

Management has drawn many expensive lessons from the less-than-grand \$27m debut for 3D technology. Since January, it has overhauled the manufacturing, distribution and promotion of the new camera, co-operating with two major Japanese companies and cutting back its own central costs.

The changes have significantly diluted the shareholders' interest in 3D's future, though Nimslo has retained control of the critical film processing operation. But how critically last year's debacle has curtailed Nimslo's ability to survive the recession in the photography market is still unclear. The company has so far failed to emulate Polaroid's educational marketing on behalf of instant cameras more than 20 years ago. Its Christmas campaign - including a £0.6m promotion about to start in the UK - looks ominously like a last-chance throw.

Incheape

After two successive years of decline, Incheape has at last managed to produce an increase in interim profits. The gain is admittedly only \$180,000 at the pre-tax level and even that is attributable to currency movements but, for shareholders who have been driven close to distraction by the company's recent performance, it is still progress of a sort.

The market, however, pushed the shares down 14p to 280p, a figure supported only by an 8.9 per cent yield and vague bid speculation. The situation in Hong Kong has certainly not helped sentiment, but the overwhelming response to figures like these is one of frustration.

Incheape may now be setting its house in order. Peripheral businesses are still being sold and disposals this year could yield almost \$20m, roughly equivalent to the group's likely cash inflow. But it still leaves the impression of responding to circumstances rather than creating them. After making \$24.5m in the first half, there is no reason to expect much more than last year's \$50.3m pre-tax for the full 12 months. And while the tax charge may fall below last year's 67 per cent, it may still be high enough to leave a maintained dividend less than fully covered.

Northern Engineering

The market has been turning against NEI lately and not even a fairly confident statement yesterday could stop the shares drifting another 4 1/2p to close at \$11, down

Usinor expects FF4bn loss after decline in steel prices

BY DAVID HOUSEGO IN DUNKIRK

USINOR, one of the two French state-owned steel groups, expects to make a loss of more than FF4bn (\$499m), this year, according to its president, M Raymond Levy.

The loss follows a FF5bn deficit last year, if which FF2bn was the result of exceptional factors. M Levy said that this year's expected sharp increase in operating losses was due to a fall in steel prices and the deteriorating situation of the company's subsidiaries, including its special steel branch.

M Levy, who was taking part in the 20th anniversary celebrations of Usinor's integrated plant at Dunkirk, confirmed that the group would be taking over some of the steel interests of the ailing Creusot-Loire engineering concern.

He said that Usinor was interested in its marketing network, forges and foundries and its laboratory. Negotiations, however, are still taking place and an announcement is expected soon.

M Levy, who has been outspoken in his demands for a further rationalisation of the French steel indus-

try, called for "extremely close co-ordination" between his group and the other state-owned company, Saciilor.

He added: "I can willingly imagine an operation of the Thomson-CGÉ type in the French steel industry."

Thomson and CGE, the two giants of the French electronics industry, last week swapped activities to concentrate and complement their resources. M Levy ruled out a single steel company for France as being "too large" and "dangerous."

He said that in the present depressed market, it was vital that the two groups "lived as part of a cartel" and were not engaged in destructive competition.

He considered that Usinor was prepared to move toward far greater competition. M Levy did not spell out what facilities he might wish to swap, but he has made clear that he would like to concentrate the group's activities around the Dunkirk plant, which is being further modernised, and the group's other modern flat-product installation.

Losses mount at Poelmin, Page 19

M Levy said that the issues of fresh plant closures and lay-offs had yet to be resolved. Usinor, it is known, would like to replace its blast furnaces and smelting capacity in Lorraine, based on high local cost with electric furnaces using scrap metal. But this would entail several thousand more redundancies.

He listed three factors as important to lifting Usinor out of the red: ● A Europe-wide agreement on an increase in steel prices. He said that if Europe's prices were as high as Japan's internal prices, then Usinor would almost balance its accounts this year.

● A reduction in financial charges from their present level of about 9 per cent of turnover.

● Cutbacks in expenditure and manpower "to reasonable levels." He pointed out that while Britain had made large layoffs in the steel sector and Italy had announced them recently, the problem remained unresolved in France.

Framatome stake may be sold to aid Creusot-Loire rescue

BY DAVID MARSH IN PARIS

THE FRENCH Government's Atomic Energy Agency (CEA) has emerged as the front runner to build up a powerful stake in France's nuclear reactor company Framatome as part of efforts to solve the financial difficulties of the Creusot-Loire engineering group.

Negotiations on a rescue package for Creusot-Loire, which owns 70 per cent of Framatome but needs to raise cash quickly to avoid bankruptcy, are still going on. No final decision has been taken on a complex asset restructuring involving the group's engineering and steel interest.

But the CEA, which already owns 30 per cent of Framatome, seems now to have won Government approval for a possible increase in its stake to 50 per cent.

The value of Framatome's assets has been hotly disputed by Creusot-Loire and the nationalised electrical group Compagnie Generale d'Electricite (CGE), the other principal company interested in taking a stake in the nuclear reactor concern.

But assuming an asset value for Framatome of about FF2bn, a 20 per cent increase in the CEA's stake would provide Creusot-Loire with

FF400m to FF500m of the total FF2bn the engineering company has been seeking.

The CEA has previously proposed increasing its participation in Framatome. But the nuclear company has also been energetically courted by CGE, which has proposed that its own engineering subsidiary, Alsthom-Atlantique, take a majority stake.

Alsthom, however, has made clear that it would not be satisfied with the 35 per cent share in Framatome which was proposed by the French authorities in late summer.

Jaguar executives plan buy-out

BY KENNETH GOODING, MOTOR INDUSTRY CORRESPONDENT, IN LONDON

SENIOR executives of Jaguar, the luxury car subsidiary of Britain's state-owned BL motor group, want to buy the company when it is put up for sale under the Government's privatisation scheme. Preliminary soundings for finance have already been made in the City of London.

Although Jaguar is likely to be the first part of BL to be sold, Mr John Egan, chairman and chief executive, stressed yesterday that no plan or date had been agreed for the sale.

He said he would "not be dismayed" if Jaguar was sold, but much would depend on the method chosen.

He refused to be drawn further, but other senior executives made clear that they would favour a management buy-out. That would give the present successful management

team an added incentive to stay together.

Mr Egan emphasised that the decision would be for the BL board and the Government. "My job is to make Jaguar as good a company as I possibly can," he said.

"I think that BL has been a very benign owner for the past three years - Jaguar could not have had a better parent. But I do not think a government should own airlines or luxury car companies."

Mr Egan said the company was now "comfortably profitable," needed no more government money, and was earning enough to cover its future investment needs.

Turnover this year will be about £420m (£531m), up from £165m when Mr Egan and his new management team took charge in 1980. The company will spend about

£40m this year on research, development and capital equipment.

Jaguar, after its split away from Austin Rover, BL's other car company, has cut its UK dealer network. The number of outlets is expected to be down to 150, from 289, by the end of this year. Jaguar is setting up its own sales companies in overseas markets where previously it was linked with Austin Rover.

Worldwide Jaguar sales to the end of last month were 19,254, up 36 per cent from the 14,095 sold in the first eight months of 1982. The North American market showed the biggest increase.

French agree Acclaim is European, Page 10; Renault in funding move, Page 19

Brazil's creditors reach agreement

Continued from Page 1

British officials confirmed yesterday that the UK had undertaken to reschedule its export credits to Brazil maturing up to the end of 1984 but had declined to put up any fresh money. That would give Britain a tiny share of only \$200m in the overall rescue package.

The expected exchange between the two leaders emphasises that at least part of the \$11bn package remains very loosely defined.

As part of the deal, M de Larosiere has said that creditor governments and multilateral agen-

cies such as the World Bank will provide a total of \$2.5bn. A further \$2bn is to come from a Paris Club rescheduling of industrial country export credits to Brazil, leaving \$6.5m to be raised in new commercial bank loans.

At the IMF meeting here, Mr Nigel Lawson, the UK Chancellor of the Exchequer, has been urging the U.S. to play a greater role in helping Brazil. Britain and some other European countries feel that the proposed U.S. contribution of \$1.25bn in export credits should be increased. That is because the U.S. has refused to

contribute to the \$3bn that the IMF is seeking from leading industrial countries.

One area in which the U.S. feels Britain could play a role is in providing bridging finance to tide Brazil over until the rescue money is ready for disbursement.

Although it has been agreed in principle by all Brazil's main creditors, the deal will still take several months to complete, making it hard for Brazil to eliminate arrears on foreign debt service payments between now and the end of the year, as it has pledged to do in its Letter of Intent to the IMF.

World Weather

Area	Temp	Wind	Cloud	Precip	Area	Temp	Wind	Cloud	Precip
Amsterdam	12	17	10	0	London	12	17	10	0
Bombay	28	17	10	0	Frankfurt	12	17	10	0
Buenos Aires	25	17	10	0	Geneva	12	17	10	0
Calcutta	28	17	10	0	Hamburg	12	17	10	0
Canton	28	17	10	0	Heidelberg	12	17	10	0
Cebu	28	17	10	0	London	12	17	10	0
Colon	28	17	10	0	Lyons	12	17	10	0
Hankow	28	17	10	0	Madrid	12	17	10	0
Hong Kong	28	17	10	0	Munich	12	17	10	0
Kobe	28	17	10	0	Nuremberg	12	17	10	0
Manila	28	17	10	0	Paris	12	17	10	0
Medan	28	17	10	0	Rome	12	17	10	0
Osaka	28	17	10	0	Stuttgart	12	17	10	0
Shanghai	28	17	10	0	Vienna	12	17	10	0
Singapore	28	17	10	0	Zurich	12	17	10	0

Headings at mid-day yesterday:
C-Cloudy D-Drizzle F-Fog T-Triple H-Hail R-Rain S-Sun SS-Sunny S-Snow T-Thunder

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SECTION II - INTERNATIONAL COMPANIES

FINANCIAL TIMES

Wednesday September 28 1983



Amex launches \$773m bid for Alleghany unit

BY PAUL TAYLOR IN NEW YORK

AMERICAN EXPRESS, the rapidly-expanding financial services group, is to pay \$773m in cash and stock for Alleghany Corporation's main subsidiary, Investors Diversified Services (IDS).

The announcement marks the resurrection of a deal which American Express originally made public in July but abandoned the following month.

Under the terms of the earlier deal, American Express would have swapped just over \$1bn in stock for most of Alleghany's assets including IDS, which is a major mutual fund manager and insurance group with \$1.2bn in revenues last year, and MSL Industries, a steel products company.

That deal apparently fell through after American Express had second thoughts about the price it was paying and about other aspects of the agreement. However, at the time American Express held out the possibility of reaching a new agreement on different terms and conditions.

American Express and Alleghany said they have now signed a definitive agreement providing for the

merger of IDS and an American Express subsidiary. Significantly, the new agreement excludes MSL Industries.

Under the terms of the new deal, Alleghany will receive 11.5m American Express shares which, based on Monday's closing price of \$37 1/4 a share, would be worth \$435.5m together with \$337.7m in cash.

Although the total package is less expensive than the earlier proposal, it still values IDS at considerably more than its \$450m book value. However, American Express said it regarded the restructured deal as an improvement for three main reasons. First, "it enables American Express to acquire only the asset it wanted, IDS, an asset which complements American Express's existing business." Second, it "involves substantially less American Express stock," and third "it is structured as an asset purchase rather than a pooling of interest."

Mr James Robinson, chairman and chief executive of American Express, said: "We are delighted IDS will become a member of American Express. The revised transaction is very good news for Alleghany, IDS

and American Express." The agreement was also welcomed by Mr Fred Kirby, chairman and chief executive of Alleghany.

The deal, which is still subject to shareholder approval and various other conditions, but which is due to be completed early in January, marks a major move by the American Express group into the middle market for financial services.

IDS has a substantial sales force marketing a variety of insurance and annuity and investment products on a nationwide basis to middle-income families. The company is also the investment manager and principal underwriter for 14 publicly offered mutual funds and has total assets owned or under management of around \$18.6bn at the end of the first quarter this year.

For American Express, the acquisition will represent a further substantial expansion of its financial services empire which already includes its card operations, travellers cheques, travel, insurance, brokerage through its Shearson American Express subsidiary and international banking.

Alcan UK bounces back into black

By Ian Rodger in London

BRITISH Alcan Aluminium surged back to profitability in the first half of 1983, mainly because of cost cutting and a successful rationalisation programme launched since the merger of Alcan Aluminium (UK) and British Aluminium last December.

However, the company, now wholly owned by Alcan Aluminium of Canada, is not considering reopening the primary smelter at Invergordon in Scotland, closed nearly two years ago by Baco, and has received no approaches from groups interested in rehabilitating the plant. Speculation on a reopening has mounted in recent weeks because of the sharp increase in world aluminium prices and emerging shortages of the metal in Europe.

Pre-tax profits of British Alcan reached £3.1m (\$4.6m) in the first half of 1983 compared with combined losses of £16.9m from the two predecessor companies in the first half last year. Total losses of the two last year amounted to £90m, including £51.5m in rationalisation provisions. TI Group, which formerly held 58 per cent of Baco, also wrote off £35.3m from its balance sheet after the sale of Alcan.

Mr George Russell, managing director of British Alcan, said very little of the improved result could be attributed to higher metal prices because of the normal delays in passing these on to customers. Nor was there any increase in volume in the first half.

"The basic thing is the cost cutting," Mr Russell said. Employment had been cut from 14,500 a year ago in the two companies to about 11,000 and a number of operations had been closed or contracted. The annual rate of operating costs had been cut by about £40m, he estimated.

"We have plugged the leaks and cut out the rot," he said. "Everything we expected to do has been done and now there has to be a consolidation period." He acknowledged that the group's results would continue to improve in the second half, mainly because of price increases, but warned that there would continue to be "settling down" costs arising from the rationalisation.

● Alitalia, Italy's state airline, yesterday announced an improvement both in turnover and operating results in the first half of 1983, despite a decline of 3.2 per cent in traffic carried because of the general worldwide recession.

Turnover rose by 14.5 per cent during the period to L 1,888bn (\$880m). Operating results, the airline said, were "significantly" better, notwithstanding the sharp increase in dollar costs, following the recent strength of the U.S. dollar.

The company, which is almost entirely owned by Istituto per la Ricostruzione Industriale (IRI), the Italian state holding company, is also planning to carry out a further capital increase, from L 210.6bn to L 280.6bn before the end of this year. The issue will comprise 260m new shares, each with a nominal value of L 270.

Southern Pacific set to merge with Santa Fe

BY TERRY DODSWORTH IN NEW YORK

SANTA FE Industries and Southern Pacific, two leading U.S. railway and natural resource companies, are planning to merge in a deal involving total assets of around \$10bn.

In a joint statement yesterday, the companies said that the amalgamation was necessary to maintain their competitive position. If the deal goes through, they will emerge with the third longest U.S. rail network, after Burlington and CSX, with about 25,000 miles.

The U.S. railway industry has been undergoing heavy rationalisation since the Government pushed through deregulation measures in 1980.

More recently, as the economy recovered, the leading companies

have seen a steady rise in earnings from freight transport, following substantial rationalisation and cost cutting.

Shares in the railway companies have also risen strongly, and both Southern Pacific and Santa Fe have been trading near their 12-month highs.

At Friday night's close they were valued at around a combined \$5.2bn, a little under the value of joint assets, the shares slipped yesterday with Santa Fe down \$2 1/4 at \$32 1/4, and Southern Pacific down \$2 1/4 at \$37 1/4.

Southern Pacific shareholders, in particular, were objecting to the deal yesterday, on the grounds that they could see significant earnings dilution as they emerge with only

46 per cent of the new joint company.

The main opportunity for rationalisation of the two companies' rail networks lies in the routes from the South Pacific to central U.S., where Santa Fe has much more direct lines.

But the two groups also have substantial interests in the Gulf area, where they are expected to streamline and put resources into the more viable routes.

South Pacific also brings around \$1bn in cash to the new entity, while both companies have real estate and natural resources activities which they believe will complement each other and give the new group more geographical diversity.

Poclain deficit mounts at midway

By David Marsh in Paris

POCLAIN, Europe's leading excavator manufacturer, is still suffering severely from the downturn in the world excavator market. Group net losses in the first half of 1983 rose to FFr 111.6m (\$14m) from FFr 109.0m in the first half of last year on turnover down 10.6 per cent at FFr 1.41bn.

France's biggest construction equipment maker lost an overall FFr 282.8m last year and built an important capital restructuring on hopes of a progressive improvement in its fortunes this year.

But it said yesterday that hopes of a stabilisation in the world market in 1983 had so far not materialised, with international sales of hydraulic shovels falling 13 per cent in volume terms between the first halves of 1982 and 1983.

Indicating Poclain's worsened performance in spite of financial belt-tightening and large lay-offs, group operating losses more than doubled to FFr 93.1m in the first six months this year from FFr 45.7m in the same period of 1982.

Poclain pointed out that although turnover showed a big fall for both the parent company and the group compared with the first half of 1982, it was up slightly - by 2 per cent and 3 per cent respectively - compared with the second half last year.

It said the first half loss resulted essentially from falling sales volume and growing commercial efforts needed to maintain competitive pricing on markets coming under heavy pressure worldwide.

● Sanofi, the pharmaceuticals affiliate of the state-controlled Elf-Aquitaine oil group, said yesterday that it intends to make a full bid for complete control of Choisy S.A., a privately owned pharmaceuticals group. Sanofi owns 45.7 per cent of Choisy capital.

Buitoni and Poulain consider plans to develop closer links

BY RUPERT CORNWELL IN ROME

IBP-Industrie Buitoni Perugina, the Italian foods group in which Mr Gaith Pharaon, the Saudi Arabian financier, holds a minority interest, is studying a possible commercial and financial agreement with Poulain Industries SA, the French confectionary manufacturer.

According to a statement issued by the Perugia-based concern, the talks, which are continuing could lead to "an alliance aimed at improving the competitiveness of both partners and increasing their investment capability in Italy and abroad."

This has been variously interpreted either as a hint at a possible shareholding by the French company in IBP, which is capitalised at L 37.4bn (\$23m), or that the Italian company might be contemplating acquiring a financial interest in Poulain.

Such a move would fit in with the

developing structure of Buitoni. Sales this year are estimated up to L 1,000bn, of which almost half is likely to be generated abroad, by companies controlled by IBP's parent company in Paris, IBP-Europe. In addition, six of the Italian company's European manufacturing plants are in France.

IBP is itself 51 per cent owned by the Buitoni family, while Interdec, the company representing Mr Pharaon, has a 10 per cent holding. For some time the group has been conducting a substantial reorganisation of its interests, and Perugina SPA, its confectionery division, was hived off from the parent group in 1982 and given a full listing on the Milan bourse.

Poulain, which is also a family-controlled company, is capitalised at FFr 25m (\$3.1m). Its annual turnover is in excess of FFr 600m and the company employs 870 people.

● Alitalia, Italy's state airline, yesterday announced an improvement both in turnover and operating results in the first half of 1983, despite a decline of 3.2 per cent in traffic carried because of the general worldwide recession.

Turnover rose by 14.5 per cent during the period to L 1,888bn (\$880m). Operating results, the airline said, were "significantly" better, notwithstanding the sharp increase in dollar costs, following the recent strength of the U.S. dollar.

The company, which is almost entirely owned by Istituto per la Ricostruzione Industriale (IRI), the Italian state holding company, is also planning to carry out a further capital increase, from L 210.6bn to L 280.6bn before the end of this year. The issue will comprise 260m new shares, each with a nominal value of L 270.

Renault on new funding route

BY PAUL BETTS IN PARIS

RENAULT, the large French state car group, is to raise additional capital to help to fund its FFr 9.5bn (\$1.18bn) investment programme this year by floating today its first issue of "participatory certificates."

The group said yesterday that it would today disclose the amount it plans to raise through these new instruments.

Participatory certificates are non-voting loan stock that nationalised companies can raise on the French bourse. This instrument was introduced to enable state companies to raise funds on the capital market while the French Government is finding it increasingly difficult to meet its funding commitments for state industrial groups.

The certificates offer investors at-

tractive tax concessions and interest rates to encourage them to invest in state companies.

Renault's issue follows a FFr 1bn issue of certificates by Compagnie Générale d'Electricité (CGE), the nationalised electronics conglomerate which has just reached a landmark industrial assets exchange agreement with Thomson, France's other leading state electronics group.

Renault, which lost FFr 1.28bn last year, is seeking government support to cover about 15 per cent of its 1983 investment spending of FFr 9.5bn. The company, however, appears to need to raise additional funds through the new certificates to maintain its high level of investment spending while demand in the French car market is low.

French car manufacturers have been worried by the outlook for the domestic market for the rest of this year, fearing that the impact of the French Government's austerity measures would begin to affect domestic sales. Moreover, foreign makers have continued to maintain a strong share of the French market.

Meanwhile, the Peugeot group, France's private, financially troubled car maker, declined to comment yesterday on reports of an imminent top management reshuffle or reorganisation in the group. The reports suggest that M Jacques Calvet, the Peugeot group's deputy chairman, may have his powers increased to act as co-chairman with M Jean-Paul Parayre, the current chairman.

Flying Tiger plans to halve shipments

By Our Financial Staff

FLYING TIGER line, the world's largest scheduled air cargo carrier, will cut by nearly half its air-cargo shipments between the U.S. and Europe as part of a plan to expand operations in the more profitable Asian air-cargo market.

The Tiger International unit, which is negotiating with lenders to restructure about \$600m in debt, said it would reduce to 13 from 23 the number of weekly cargo shipments across the North Atlantic, beginning next month.

The company said its aim was to avoid the "destructively" low yields on cargo shipments on those runs and to return Flying Tiger to profitability in Europe. Scheduled flights into France, Switzerland, the Benelux countries and Italy will be discontinued and replaced by an expanded network of trucks, which will shuttle cargo to Flying Tiger's air cargo "hubs" in London and Frankfurt, the company said.

Flying Tiger said the planes used for the 10 flights removed from the European schedule would be transferred in Asian markets and other parts of the world.

The company said it was operating 43 trans-Pacific flights a week, which is an increase from August when it made 32 weekly flights between the U.S. and Asia.

Heller in move on liquidation

By Paul Taylor in New York

Walter E. Heller International, the Chicago-based banking and commercial finance group, is to seek shareholder approval for a plan which would liquidate the company.

The move, which was widely expected, follows Heller's agreements to sell its commercial finance units to Fuji Bank and its banking unit, American National, to First Chicago.

Walter E. Heller said yesterday that his board had approved a plan which would call for the dissolution of the company.

Daon suffers C\$53.4m loss in nine months

By Nicholas Hirst in Toronto

DAON Development Corporation, the troubled Vancouver-based property group, which has agreed in principle a financial restructuring plan with its main bankers, made a loss of C\$53.4m (\$43.3m) in the nine months to July 31 against a loss of C\$40.3m.

In a circular to shareholders yesterday Daon said its outstanding debt was C\$1.9bn, including C\$1.36bn project loans secured by properties.

Under the restructuring plan, between August 1982 and October 1983 interest payments to bankers and debenture holders are to be paid by issuing new common shares. Some principal repayments are also to be satisfied by issuing new shares, and payments due at October 31, 1983 are to be rescheduled.

Daon estimates that its total shares outstanding in 1983 could be about 166.5m, compared with 36.5m now. Provided the financial restructuring plan is agreed at creditors' meetings in Vancouver in mid-October, Daon intends to raise C\$165m through a rights issue financed outside Canada.

The company's largest lenders are Canada's big five chartered banks.

Heinz aims to boost sales to Third World

BY OUR FINANCIAL STAFF

PITTSBURGH - H. J. Heinz, the major food products group, is aiming to lift its sales to the Third World more than tenfold to \$1bn by 1990 and to expand its activities in developing countries.

Last year Heinz paid \$13.5m to become the first foreign investor in Zimbabwe with the purchase of 51 per cent of Olivine Industries, a cooking oil and margarine producer with \$60m annual sales.

Acquisitions in two other African states are pending and possible deals are being sought in the Far East.

Currently the group's business

only reaches 15 per cent of the world's population, Mr J. F. O'Reilly, company president, pointed out. Though its target is viewed with scepticism by some in the food industry, Heinz believes that higher living standards in the Third World will boost demand for Western-style foods such as its famous ketchup.

So far the company has pursued a conservative investment policy, seeking joint ventures with established Third World businesses, that offer significantly higher return than the average 26 per cent pre-tax return achieved by the group in fiscal 1983.

Norwegian banks ahead

BY FAY GJESTER IN OSLO

TWO OF Norway's "big three" commercial banks have reported profits sharply up in the first eight months of 1983, compared with the same period last year, mainly because of higher net interest income.

Christianian Bank achieved operating profits, before provision for bad debts, of Nkr 323m (\$44.2m) - Nkr 135m more than in the eight months to August, 1982. Assets rose to Nkr 31.4bn - 7.4 per cent up on a year earlier.

Net interest income rose to 3.78

per cent of average total assets, from 3.09 per cent.

Operating profits of Bergen Bank, before bad debt provisions, reached Nkr 237m - Nkr 95m up on a year earlier - and the figure for the year as a whole is expected to be between Nkr 350m and Nkr 400m, against Nkr 254m for 1982.

Net interest income rose nearly 35 per cent to Nkr 330m, representing 3.4 per cent of average total assets (2.78 per cent a year earlier).



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Results

Mr. Hilton S. Clarke, Chairman, reports pre-tax profits of £1,428,000 for the year ended June 30th, 1983

Financial highlights	June 30th 1983	June 30th 1982
	£	£
Total Assets	216,056,486	202,848,940
Loans & Advances	134,784,381	126,697,495
Shareholder Funds	13,203,640	11,934,119
Pre-tax Profits	1,428,050	1,027,789

Activities

International banking with particular emphasis on medium and short term eurocurrency finance.

Shareholders

Manufacturers National Bank of Detroit	(41.2%)
Shawmut Bank of Boston, N.A.	(41.2%)
Banco di Napoli	(18.2%)

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US \$18,000,000

GPA

GPA Group Limited
(Formerly Guinness Peat Aviation Ltd.)

Ordinary Shares

We acted as financial advisor to GPA Group Limited
in the private placement of these shares to

General Electric Credit Corporation

As a result of this purchase, General Electric Credit Corporation
has an equity interest in GPA Group Limited equal to that of
Aer Lingus, Air Canada, and the Guinness Peat Group.

James D. Wolfensohn
Incorporated

August, 1983

All of these securities have been sold. This announcement appears as a matter of record only.

September, 1983

S-P DRUG CO., INC.

1,750,000 Shares

Common Stock

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SANYO SECURITIES AMERICA INC.	ULTRAFIN INTERNATIONAL CORPORATION	
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COMPAGNIE de BANQUE et d'INVESTISSEMENTS, CBI	CREDIT COMMERCIAL de FRANCE	HAMBROS BANK
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INTERNATIONAL COMPANIES and FINANCE

BHP profit jumps by 50% in first quarter

By Michael Thompson-Noel
in Melbourne

A TURNAROUND in its steel division, plus still higher profits from all and gas, accounted for a dramatic 50.3 per cent improvement in first-quarter profits at Broken Hill Proprietary (BHP), Australia's largest company.

Group net profit for the quarter to August 31 1983 was A\$122.3m (US\$109.7m) against A\$82m in the first quarter last year.

The hefty uplift in profits came a good run for BHP. The chairman, Sir James McNeill, warned yesterday that a single quarter was unlikely to be representative of a full year's trading.

Nevertheless, analysts are tipping a 1983-84 net profit approaching A\$500m, against one of A\$253m in 1982-83.

Profit before depreciation, interest expenses and tax was A\$346.5m, against A\$265.2m in the first quarter last year.

The group's steel division has made an abrupt recovery, with a first quarter net profit of A\$10.6m against a loss of A\$2.8m previously.

The steel workforce was cut by 28 per cent in the year to May 31, while the Government recently announced a A\$100m a year steel industry support package.

However, Sir James said there was "uncertainty" over future Government policies, and "understandable concern" over the possible introduction of a resources rent tax in Australia.

He said the proposed tax could deter high risk exploration investment, but told yesterday's annual meeting in Melbourne that in 1982-83, BHP would spend a record A\$140m plus on prospecting and research and development—more than A\$90m on Australian and foreign oil prospecting.

Sir James said plans for financing the acquisition of Utah International from General Electric of the U.S. were well advanced, and said BHP had no present intention of making a share issue.

He repeated his criticism of Mr Robert Holmes a Court's current share swap offer for BHP shares via Wignores.

Last week, Mr Holmes a Court raised the terms of his bid to A\$12.40 per BHP share, plus a free share option.

"We believe it would be unfortunate if schemes of the sort adopted by Wignores were allowed to take the place of proper, orderly, conventional approaches to investors for capital," said Sir James.

A shareholder urged yesterday's meeting to vote Mr Holmes a Court onto the BHP board, as chief executive, at an annual salary of A\$1m. The motion was not accepted by Sir James.

Terry Povey and Yoko Shibata on the pharmaceutical turmoil in Japan

Scandals rock drug groups

JAPAN'S DRUG industry is in a sorry state. It is reeling under the impact of the latest (and the most serious) in a series of scandals. Almost a dozen people are under arrest on charges of stealing competitors' drug specifications.

At the same time it is having to cope with intense competition for market share and on prices following moves by the country's Ministry of Health and Welfare (MHW) aimed at rationalising the industry.

The size of the Japanese drug market, on a per capita basis is enormous—annual spending per head of \$95 is the highest in the world. At around Y4,000bn (\$17.3bn) it is the second largest market in the world after the U.S.

Yet the domestic industry is highly fragmented (among some 1,800 manufacturers last year according to the MHW).

Unlike other sectors of Japanese industry, pharmaceuticals have not seen the growth of great industrial concentrations despite the size of the market. The top ten companies control only 35 per cent of the ethical drug market while the largest company, Takeda, had only a 5.4 per cent share in fiscal 1981.

The key sector of the market has for some time been antibiotics. Other leading categories, such as vitamins and central nervous system agents, have declined in ranking and only doubled in consumption over the decade 1970/71 to 1980/81.

Antibiotic sales have been in a slump since 1970/71, but have been kept up almost five-fold in the same period. A similar rate of increase has taken circulatory drugs up from sixth to second place. Last year antibiotics accounted for about 23 per cent of all drug sales in Japan and there is

extremely keen competition to stay ahead in this field above all others.

In an attempt to rationalise—that is, reduce—the number of manufacturers and to cut the state's annual drugs bill, the MHW earlier this year reduced the reimbursement rate on ethical drugs by 4.9 per cent. In June 1981 it had cut this rate by 18.6 per cent. However, the Ministry also introduced a differential rate favouring new drugs developed and marketed by the same company.

The MHW has also given the producers of new drugs greater protection against imitation by extending the patent period to six years from first marketing.

These changes in the reimbursement system have already taken a toll within the industry. Banyu Pharmaceutical, a medium sized drug manufacturer (ranked 17th by market share in 1981/2) was taken over by Marck of the U.S. earlier this year. A smaller concern, Torii Yakuhin, also came under Merck's control a little later. A number of the smaller companies are soon expected to face a choice between merging or being forced out of business.

Star performer

It is under these intensely competitive circumstances that there have been a series of alleged thefts of new drug details and accusations of

imitation. By far the most serious of the cases that have come to light is that involving Fujisawa, ranked third by market share in 1981-82. The company has been a star performer, responsible for many successful products. The arrest of its

managing director, Mr Mutsumasa Aisawa yesterday will further shock an industry already bowed by the detention of five Fujisawa executives.

The Fujisawa case came to light when an official from the National Health Institute, which acts as MHW's drug watchdog, was arrested and charged with allowing the company to manufacture drugs that had not been through all the tests prescribed by the ministry. Among those detained are the deputy manager of the company's Tokyo office and a senior member of its research and development team.

The president of Fujisawa has consistently denied any direct involvement by the company. In a second current scandal the president and another senior executive of the smaller Teisan Pharmaceutical company are in jail awaiting trial on a charge of bribing an NHI official to obtain a copy of the application for a manufacturing licence for Prostandin, a new drug, developed by Ono Pharmaceutical.

This case has seen the most serious allegations against an MHW official, the arrest of Mr Akira Ejima, head of the drug division of the NHI and a member of the Central Drug Committee. He is charged with accepting Y1.7bn from Teisan for information on Prostandin, which is used to combat the hardening of the arteries.

Earlier this year Meiji Seika, a leading confectionery and drug manufacturer, was the subject of an MHW investigation into the alleged falsification of clinical test data on an enzyme digestive product. At one point in mid-March the company's share value collapsed to Y18

from Y642 following reports of the ministry's move.

Even more dramatically, Nippon Chemipharm was banned in December last year from either marketing or manufacturing any of its products for 80 days. The ban, an administrative punishment meted out by the MHW against the company for falsifying test data in order to obtain approval for the marketing of a number of drugs. As a result the company is forecasting a heavy loss for the current financial year.

Development costs

Another factor affecting the drug companies is the sheer cost of new product development and the long delays before drugs can be marketed. Yamanouchi's successful wide spectrum antibiotic Cefetetan took 11 years to develop and market at a cost of Y6.6bn.

Many manufacturers appear to be counting on recouping much of their heavy research and development spending through the launch of one or two best selling products. Wide spectrum antibiotics are a favourite area, and some companies already reap 80 per cent of their pre-tax earnings from such sales.

For all the 80 or so drug companies that can be called makers in a sector dominated by relatively small manufacturers, the news of the scandals at Fujisawa and Teisan will be unlikely to halt the competitive drive. Many must now be looking for some means of boosting their market share and the ministry has apparently pointed the way towards mergers. Firms action towards those now arrested will serve to underline this official determination.

Canon well on way to record year

By Yoko Shibata in Tokyo

CANON, the Japanese manufacturer of cameras, which has developed into an integrated office automation, equipment manufacturer, lifted net profits by 74.3 per cent to Y15.0bn (\$64.6m) in the half year to June on group sales (under the SEC accounting formula of the U.S.) up by 12.2 per cent to Y307.9bn. Half-year net profits per share advanced to Y26.5 from Y18.4 in the same period of the previous year.

The parent company contributed pre-tax profits of Y14.8bn, up by 13.9 per cent; net profits of Y13.5bn up by 2 per cent; and sales of Y171.4bn up by 17.8 per cent.

The rise in group earnings came mainly from good performance by the U.S. and UK subsidiaries and overseas sales accounted for 70.6 per cent of the total, up by 11.2 per cent.

Sales of office automation equipment accounting for 54.1 per cent of the total in the period, surpassing sales of cameras which accounted for 37.8 per cent.

Full year group net profits are expected to reach a record Y30bn, up by 34.3 per cent, on full year sales of Y560bn, up by 12 per cent.

Reprieve for Philippines car makers

By Emilia Tagaza in Manila

THE five car manufacturers in the Philippines and their foreign partners have all been assured of continued operations in the country for at least another three years.

The Government last month ordered a reduction in the number of participants in the Progressive Car Manufacturing Programme (PCMP) from five to two and the Board of Investments (BOI) asked the companies to bid for the two remaining slots. However, the manufacturers resisted the bidding requirements as too stiff. They instead proposed a three-year competitive bidding in which the two winners would be chosen through a process of elimination.

Over the weekend, Trade and Industry Minister Mr Roberto Ongpin, who is also the BOI chairman, said the Government had agreed to the proposal that the companies with the highest net foreign exchange earnings remain in the game.

Mr Ongpin said the Government had agreed to the proposal that the companies' foreign exchange allocation for their imports of assembled car parts kits (KDs) be gradually reduced until they came to a point when earnings from exports of parts are sufficient to cover imports.

The manufacturers said their scheme calls for the reduction of their dollar allocations starting next year, which will be only 75 per cent of this year's total of about US\$100m. By 1985 this will be reduced to half and by 1978 the industry is expected to be self-sufficient in foreign exchange.

Mr Ongpin also said that starting next year, the Government will control the domestic prices of car, pegging them in the prices prevailing in Japan for similar models.

Swire Pacific Limited

Consolidated results for the six months ended 30th June 1983 and 1983 interim dividends

Results In the first half of 1983, Swire Pacific Limited has achieved a profit improvement of 117%, over the same period of 1982. The consolidated results for the six months ended 30th June 1983 — unaudited — were:

	Six months ended 30th June 1983	Six months ended 30th June 1982	Year ended 31st December 1982
	HK\$m	HK\$m	HK\$m
Turnover	4,529.7	3,537.2	7,555.2
Operating profit	806.1	457.8	1,174.5
Interest charges — net	145.2	192.3	364.3
Net operating profit	660.9	275.5	810.2
Share of profits of associated companies	26.7	81.0	82.9
Profit before taxation	687.6	356.5	893.1
Taxation	102.3	56.4	175.7
Profit after taxation	585.3	280.1	717.4
Minority interests	150.2	79.2	196.7
Profit attributable to shareholders	435.1	200.9	600.7
Earnings per share:			
'A' shares	121.2c	57.2c	168.8c
'B' shares	24.2c	11.4c	34.0c

Interim dividends The directors of Swire Pacific Limited have today declared interim dividends for 1983 of 31.0c per 'A' share and 6.2c per 'B' share.

	1983	1982	Total
	Interim	Interim	Final
Dividends per share:			
'A' shares	31.0c	24.0c	55.0c
'B' shares	6.2c	4.8c	11.0c

The interim dividends are payable on 22nd November 1983 to shareholders on the register at the close of business on 21st October 1983. The share registers will be closed from 10th October 1983 to 21st October 1983, both dates inclusive.

In accordance with Article 132(b) of the Company's Articles of Association, the directors have resolved that the interim dividends will be satisfied partly in the form of an issue of additional shares by way of scrip dividends and partly by minimum cash dividends of 1.0c per 'A' share and 0.2c per 'B' share, the minimum cash dividends being paid in order to ensure that the shares of the Company continue to be Authorized Investments for the purpose of the Trustee Ordinance of Hong Kong; but that shareholders will be given the option of receiving their interim dividends in cash in place of part or all of such scrip dividends. Full details of the scrip dividend procedures will be given in a circular which will accompany the complete Interim Report to be sent to shareholders on 3rd October 1983.

Prospects The results for the second half of 1983 should continue at satisfactory levels. Cathay Pacific Airways' strong operating results should be sustained and I am forecasting a year-end result for the airline substantially in excess of that achieved in 1982. In addition, the property markets in which the property division operates are expected to continue to show signs of improvement and a satisfactory contribution from that division should be achieved for the whole of 1983 against a background of difficult trading conditions. I do not expect Swire Pacific's profits for the whole of 1983 to show the same rate of increase as achieved in the first half year but I do expect them to be significantly higher than those for 1982, and the final dividends to be recommended for the year should be at least double the interim dividends.

Hong Kong, 23rd September 1983

D R Y Black
Chairman

Swire Pacific Limited
The Swire Group
Swire House, Hong Kong

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has joined our firm as Chief Economist
and
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INTL. COMPANIES & FINANCE

United Motor Works attacks as marketplace challenges mount

BY WONG SULONG IN KUALA LUMPUR

YOU HAVE just paid U.S.\$45m for a car assembly and distribution franchise, only to discover you have three years to recover the cost, because the Government is to build a national car. Would you launch into a bitter price war with your chief rival that results in the barest of profit margins?

That is what Mr Eric Chia, chief executive of United Motor Works did after the company replaced Incheap Berhad as the franchise holder for Toyota cars in Malaysia a year ago.

Pierce fighting is not new to Eric Chia, 50, and a busy six-footer. He built UMW from his father's small spare parts dealership in Singapore into one of Malaysia's biggest industrial groups through aggressive salesmanship, and he is always game for battle.



Mr Eric Chia, chief executive of United Motor Works, of Malaysia, which last year took over the Toyota cars franchise in the country, and is fighting to meet the cost in the face of Government plans to produce a national car. At the same time, it is involved in an even fiercer fight in the tractors market

year, UMW says it has gained 55 per cent of the market, with Tractors holding the rest.

Since both Tractors and UMW get their machines from Japan (Caterpillar of the U.S. and Komatsu tractors, respectively), there is little advantage in the price, and the competition is largely one of salesmanship and service. Caterpillar has a joint venture in Japan with Mitsubishi Heavy Industries.

It is felt in the industry that Tractors Malaysia has a more conservative, British-style management, while UMW has a more aggressive, Japanese approach. UMW directors make many, many visits to their Japanese and American principals, to clients—even in the remote jungle—and to UMW offices.

Eric Chia spends seven months a year away from his imposing headquarters at the industrial city of Shah Alam, near Kuala Lumpur. Flying a Beechcraft B200, he makes twice weekly trips to East Malaysia, clinching deals with timbermen, laying the public relations groundwork with managers, and meeting supervisors.

"Each time, I normally spend three or four days in Japan covering two principals. You cannot spend a month covering all of them. No Japanese boss likes to meet his agent after he knows the guy has already been in Tokyo for two weeks before calling on him."

Looking beyond five years, UMW hopes to build itself into a major South East Asian industrial group. The five ASEAN countries, Indonesia, Malaysia, the Philippines, Singapore and Thailand, remain one of the most promising regions for heavy construction equipment.

UMW is having exploratory discussions with various Japanese, American and German groups on the prospects of their joining with UMW to manufacture heavy equipment in Malaysia for the South East Asian, and Asian, market.

Another area of diversification is the servicing of aircraft engines. The Government has indicated that it is likely to award UMW the franchise to service its military aircraft engines. This service could later be extended to cover all other Malaysian planes.

The 600m ringgit national car project is 70 per cent owned by Hicom, the Government's heavy industries corporation, the rest by the Mitsubishi group of Japan. It has a target of 50,000 cars by 1987 and 120,000 by 1990.

"We need only two good years to recover our investment," says Eric Chia. He notes that since UMW took over, productivity at the assembly plant has improved by 60 per cent, with a slightly lower workforce.

Before UMW took over, the assembly plant was losing between 6m and 8m ringgit a year, and was being subsidised by profits on car sales. Now, it has turned around, and is making some half-million ringgit a month. With a larger market share, and a more aggressive sales force, UMW expects its car division to turn in much better earnings when it introduces a new 1,300 cc model next month.

Beyond 1985, when production of the Malaysian car gains momentum, UMW expects to continue to be involved in the car industry in one form or another.

Competition in the tractors business has attracted less publicity than the car wars, but is even fiercer. Here, the cost-cutting parties are fighting in a market that has been depressed by the slowdown in Government development and the sluggish timber market, and has contracted.

The intense competition has already claimed one victim. United Engineers Malaysia has incurred such heavy losses over the past two years that it has suspended its trading on the Kuala Lumpur Stock Exchange and brought in a merchant bank to advise on a rescue operation.

Tractors Malaysia, UMW and United Engineers miscalculated on there being a sharp revival in the timber industry, and ordered heavy stocks. When the expected overseas demand for timber failed to materialise late last year, all three began dumping their machines at bargain prices. There was also a high rate of repossessions as timber operators could not meet their instalment payments.

For the year ended June, Tractors Malaysia reported its first ever loss of 11.3m ringgit, compared with a profit of 40.3m ringgit the year before.

UMW has done better, reporting a pre-tax profit of 9.2m ringgit on sales of 288m ringgit on its tractors and engineering business for its first-half to June. But this profit was a good 40 per cent lower than that of the first half the previous year.

UMW now claims it has, for the first time overtaken Tractors Malaysia in the heavy construction equipment business. In 1982, the companies were running neck and neck, each with about 48 per cent of the market. For the first six months this

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New Issue
September 28, 1983

This advertisement appears
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**DM 130,000,000
7 3/4% Deutsche Mark Bonds of 1983/1993**

unconditionally and irrevocably guaranteed by
**Beatrice Foods Co.
Chicago**

Offering Price: 100%
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Maturity: September 29, 1993
Listing: Frankfurt am Main

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F. W. Woolworth Co.

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The undersigned assisted in the negotiations and acted as financial advisor to
F. W. Woolworth Co. in this transaction.

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Arbutnot Latham	9 1/2%	Kanley & Co. Ltd.	10 1/2%
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Bank of London (UK) Plc	9 1/2%	National Bk. of Kuwait	9 1/2%
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Beneficial Trust Ltd.	10 1/2%	Royal Trust Co.	10 1/2%
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Brit. Bank of Mid. East	9 1/2%	Standard Chartered	9 1/2%
Brown Traillay	10 1/2%	Trade Dev. Bank	9 1/2%
CL Bank Nederland	9 1/2%	Trustco Bank	9 1/2%
Canada Perm't Trust	10 1/2%	United Bank of Kuwait	9 1/2%
Castle Court Trust Ltd.	9 1/2%	United Mizrah Bank	9 1/2%
Cayman Bank	9 1/2%	Volcan Bank Ltd.	9 1/2%
Cedar Holdings	10 1/2%	Westpac Bank	9 1/2%
Charterhouse Japhet.	9 1/2%	Whiteaway Ltd.	9 1/2%
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Citibank	10 1/2%	Williams & Glyn's Ltd.	9 1/2%
Clydesdale Bank	10 1/2%	Yorkshire Bank	9 1/2%
C. E. Coates	10 1/2%		
Comm. Bk. of N. East	9 1/2%		
Consolidated Credits	9 1/2%		
Co-operative Bank	9 1/2%		
The Cyprus Popular Bk.	9 1/2%		
Dunbar & Co. Ltd.	9 1/2%		
Duncan Lawrie	9 1/2%		
E. T.	10 1/2%		
Exeter Trust	10 1/2%		
First Nat. Fla. Corp.	11 1/2%		
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7-day deposits 6%, 1-month 7%, 3-month 8%, 6-month 8 1/2%, 1-year 9%

7-day deposits on sums of over £10,000, £5, £10,000 up to £50,000, £50,000 over £50,000, 8 1/2%

Call deposits £1,000 and over 6 1/2%

21-day deposits 6 1/2% and over 6 1/2%

Demand deposits 6 1/2%

■ Money Market (Average Account = 9 1/2%, Effective annual = 9 1/2%)

BIDS AND DEALS

Consortium takes 29.9% stake in Milford Docks

BY RAY MAUGHAN

THE consortium headed by Mr Michael Davies is to take a 29.9% stake in Milford Docks. The consortium, which also comprises NG Shipping Finance (UK), the management company associated with Mr Dusty Miller, formerly of Greaterman's Stores in South Africa, is lifting its current 14.95% stake to 29.9% in two stages.

The existing holding was acquired at 50p per share. Now it has purchased 312,000 shares from Mercantile, headed by Richard Eldridge, at 55p per share and has taken options from Mercantile in respect of 153,200 shares.

Mr Davies, who heads the Westpark property development company, has undertaken several schemes with NG Shipping Finance, notably a service station

in Bridgend and a £350,000 development at Crossways.

Mr Irving Arneson, the Scottish accountant, is to join the Milford board to represent NG Shipping Finance's interests, and at a board meeting prior to the October 3 annual meeting of shareholders, Lord Parry of Nympton will be invited to join the board. Lord Parry, formerly of the Welsh Development Agency, is a director of British Rail South West Board and chairman of the Welsh Tourist Office.

Mr T. G. Wilkinson will present himself for re-election at the following annual meeting but Mr Gordon Driver, whose long running service contract was repudiated by the company earlier this year, will not be standing for re-election.

Resolutions to appoint the group finance director and secretary, Mr C. J. James, and

Mr Edwin Barrett, formerly of engineering group Butterfield Harvey, will be put before the meeting.

Milford's assets are divided between the port and its stevedoring interests, a dry dock, 40 acres of development land behind the port, an oil tank farm with storage capacity of 64,000 tonnes and a small air taxi business in Cambridge.

It has, as Mr Arneson observed yesterday, no debt following a £700,000 rights issue at 33p per share this summer. H G Shipping Finance, he said, will be seeking to "build on the base that Milford has" although the new shareholder would not be rushing to expand the group immediately. Over the longer term, though, Milford represents a UK vehicle from which NG will be looking for acquisitions.

acquired from Comlink directors for £27,500 cash. A further amount may be payable to the directors if pre-tax profits to June 1984 exceed £50,000.

Simon held no ordinary prior to the offer and purchased 2.53m of the offer document.

Simon now owns or has received acceptances for 88 per cent of issued capital. The offer has been declared wholly unconditional.

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MINING NEWS

ZCI problems still growing

BY GEORGE MILLING-STANLEY

THE PROBLEMS of Zambia Copper Investments (ZCI) have shown no sign of abatement over the past year, the latest annual report shows.

A total of more than U.S.\$5m (£3.3m) in dividends from Zambia Consolidated Copper Mines (ZCCM) is still held up in Zambia, there seems precious little prospect of a rapid return to dividends from that group, and ZCI said it is confident that a substantial drain on cash resources.

ZCI part of South Africa's Anglo American/De Beers group through the stake of 50 per cent held in the copper investment known as the group's Bermuda-registered Minerals and Resources Corporation (Minroco), paid no dividends last year.

The company had earnings before extraordinary items of \$1.18m in the year to June 30, compared with \$1.55m the year before. After extraordinary items of \$8.2m, the net loss for 1982-83 was \$5m, against a loss last time of \$9.5m when ZCI wrote off half of the value of its investment in ZCCM.

The latest results include a further payment of \$541,000 to De Beers in connection with Botrest, the financially-troubled Botswana mining operation in Botswana.

Four years ago, ZCI granted De Beers a fixed charge over all its assets as security for continuing liabilities undertaken by De Beers in respect of Botrest.

The latest payment represents the amount of contingent liabilities which have crystallised over the past year.

ZCI hopes that \$20,000 of this sum will eventually be recoverable by De Beers, but the remainder has been treated as an extraordinary debt.

The total amount of contingent liabilities still outstanding at the year end was just under \$16m, and ZCI said it is confident that this can be met out of existing and future cash resources should the need arise.

Turning to the Zambian copper industry, the directors of ZCI said that it will require a prolonged period of substantially higher base metal prices before ZCCM is again in a position to declare a dividend. Such a recovery depends on a sustained recovery in the economies of the industrialised nations, they added.

While there are indications of an economic upturn, the directors believe that no increase in copper consumption is likely in the short term.

This partly does not bode well for ZCCM, and that group's problems have been made worse by the Zambian Government's desperate need for funds. A tax of 4 per cent on the value of mineral exports was imposed on April 1, and that rate has since been increased to 5 per cent.

At current metal prices, this tax is costing ZCCM around Kwacha 100m (£51m) a year.

Cobra on target

SOUTH AFRICA'S Cobra Emerald Mines seems to be on the way to the full-year profits forecast in the prospectus at the time of the company's entry into London's Unlisted Securities Market.

Cobra has just reported results for the first six months of the year, in line with the year-end of its parent company Royex Siergex Mining of Canada. These show a profit of \$160,548.

The company is not liable for tax, as there is a South African tax loss carry forward of R4.84m (£2.8m). After costs of \$369,300 associated with the share issue in June, net profits are shown as \$5,916.

Cobra assumed management of its present operations, which include six open pits in progress in February of this year. The mine, South Africa's only significant producer of emeralds, is in the Murchison Ranges about 14 miles from the Falaaba copper mine.

Mr David Hargreaves, president and chief executive, said at the time of the share issue that he expected to be able to achieve an average price of U.S.\$2.32 per carat for Cobra's output.

The price realised over the opening few months under the new management must have been well short of this, and there is scope for an increase. The company is investigating ways of improving marketability by further cleaning and grading.

Major modifications are currently under way at the crushing and sorting circuits, designed to improve throughput and recovery rates. Cobra expects capital spending to be about £200,000 over the remaining eight months of the year.

The shares, a strong market in London in recent weeks, dipped to 110p on the initial announcement of the results, but recovered to close the day showing a loss of 5p at 116p.

Pancontinental accepts Peko's bid for Robe

THE tussle between Australia's Peko-Walsend and Pancontinental Mining for ownership of the Robe River iron ore holding company is over.

After bids and counter-bids from the two contestants, which last left Peko with control of Robe River, Pancontinental has now accepted the Peko bid for its 48 per cent stake in Robe River.

As a result, Peko's stake in Robe River has risen to about 65 per cent of the 43m shares in the company. A further 20 per cent is needed to enable Peko to proceed with compulsory acquisition of the outstanding shares in Robe River.

Peko has already said that if it achieves the 90 per cent target it will pay accepting holders of Robe River AS2.65 (about 155p) per share valuing the latter company at AS114m.

If acceptances do not reach this level, the bid price will be AS2.60 per share. Thus Pancontinental stands to receive something in the range of AS10.73m to AS10.94m for its holding in Robe River.

Under the present tin export quota system the Australian mine is estimated to be capable of providing an annual operating profit of over AS1m (£600,000). Ore reserves so far outlined total 3.7m tonnes and the present projected life of the property is six years.

Mining operations have also partly exposed a new underlying mineralised zone. This, it is stated, contains encouraging gold, silver and copper values and the area so far exposed covers 850 feet by 100 feet.

Tronoh reduces its interim

DESPITE sharply reduced sales of tin concentrates as a result of the curbs imposed by the Malaysian Government, Tronoh Mines Malaysia reports a reasonably well maintained net profit for the half year to June 30 of M\$3,000,000.

This compares with M\$3.45m in the same period of last year and a total for 1982 of M\$7.05m. The interim dividend is reduced to 25 cents (less tax 40 per cent) from 30 cents a year ago when a final of 60 cents followed.

A factor in the latest results has been the introduction of a new unabsorbed capital allowances. Costs will also have fallen in line with the reduced production. However, the stockpile of tin concentrates is about to reach the maximum permitted level and Tronoh says that it is re-examining production policy.

Pacific Copper producing tin

THE CANADIAN Pacific Copper Mines reports that a continuous cash flow is now assured for several years thanks to the start of tin concentrate production last month at its wholly-owned Kanagawa Creek property 200 km south-west of Cairns in Queensland.

Under the present tin export quota system the Australian mine is estimated to be capable of providing an annual operating profit of over AS1m (£600,000). Ore reserves so far outlined total 3.7m tonnes and the present projected life of the property is six years.

Mining operations have also partly exposed a new underlying mineralised zone. This, it is stated, contains encouraging gold, silver and copper values and the area so far exposed covers 850 feet by 100 feet.

Good start for Hillards

TRADING in the current year at Hillards, supermarket operator, has started well. Mr G. N. Hunter, the chairman, told the annual meeting. He said the experience was to accord with the expectation that profit for 1983-84 should be greater than in 1982-83.

He said a store of over 30,000 sq ft would open in Doncaster in November, and last week the purchase was completed of a 42 acre site in the Rotherham enterprise zone where a 30,000 sq ft store should start trading in November 1984.

Approval was given by shareholders to the introduction of three share schemes for employees.

At the annual meeting of Associated British Engineering, chairman Mr A. R. Balch said that all companies were trading reasonably well during the current year. The board had seen some improvement in demand to the catering equipment business and expected that to be reflected in the results of that division.

After a delay in finalising two large export orders at Dawson-Kelch, contracts had now been

signed but would have an effect on half-year results. It was expected, however, to recover lost ground during the second half.

He said the marine world continued to be very depressed and the board saw no improvement in the marine diesel market in the foreseeable future.

Following the assessment of the position at the year-end, company had therefore taken the necessary steps to reduce its exposure in that market.

Mr Michael Slocock, chairman of Single Group, told his annual meeting that "despite the lower level of grocery inflation, Norman's sales have risen 12 1/2 per cent during the first five months of the current year. Our new branch at Swansea opened on August 8 and negotiations continue for new sites."

Other group companies are trading well and we remain confident of the outcome for the year, subject to unforeseen circumstances."

Mr David Gordon, former managing director of Key Markets, has joined the Single board as an executive director.

COMBINED ENGLISH STORES GROUP PLC

A substantial recovery

- ★ The Group made a £2.5 million recovery from the depressed level of last year.
- ★ The Group's retailing, wholesaling and travel activities all contributed to the overall improvement.
- ★ The Directors have declared an interim dividend of 1.49p, the same as last year.
- ★ The Directors hope to be able to recommend a substantially higher final dividend than last year's 0.33p if the improvement in the results is maintained.

Interim Report

The unaudited consolidated results for the 28 weeks ended 13 August 1983 were as follows:

	28 weeks ended 13 August 1983	28 weeks ended 14 August 1982	52 weeks ended 29 January 1983
	£000	£000	£000
Sales excluding VAT	54,766	49,564	102,703
Profit (loss) of the Company and its subsidiaries	406	(1,730)	1,259
Share of profit of associated companies	439	63	492
Profit (loss) before taxation	845	(1,667)	1,751
Taxation—estimated	(262)	(369)	(885)
Minority interests	583	(2,036)	866
Extraordinary items	553	(2,052)	814
Profit (loss) after taxation, minority interests and extraordinary items	553	(2,021)	648
Dividends: Preference Ordinary	8 726	8 726	16 885
Exchange differences	734	734	901
Balance transferred from reserves	(181)	(2,755)	(253)
Earnings (loss) per Ordinary share	(65)	4	76
	(246)	(2,751)	(177)
	1.12p	(4.23p)	1.64p

Notes:
1 Profit (loss) of the Company and its subsidiaries includes profit on the disposal of property, including sale and leasebacks, amounting to £227,000 (28 weeks ended 14 August 1982 £976,000, 52 weeks ended 29 January 1983 £1,340,000).
2 The interim dividend for the year ending 28 January 1984 of 1.49p per Ordinary share will be paid on 23 November 1983 to shareholders on the register on 21 October 1983.

Salisburys	COLLINGWOOD	Kingsbury	Eurocamp
FENTON	Allens	SIBA	M. MERCADO Carpets

Mackay Carpets

Manufacturers of Durham Carpets

Mr John Mackay, Chairman, this week reopened the Company's London showroom and design complex at Roman House, Wood Street, which has been refurbished to celebrate its 25th anniversary. New design ranges for hotels and public houses are amongst the many innovative items on display which include examples of the company's recent introduction of specialised tufted products being marketed by its subsidiary Hugh Mackay Special Products Limited.

Interim Report 1983

	Six months to 30th June 1983	Six months to 30th June 1982
Group turnover	£5,305,000	£4,505,000
Trading profit before tax	£102,000	(£69,000)
Interim dividend — per share	1.40p	1.40p

Statement by the Chairman

Margins remain small, but it is encouraging to see the turnaround in trading profit compared with the first half of 1982.

Although present trading conditions can hardly be termed "boom" the recent volume of enquiries remains encouraging and the current order book gives hope that the momentum will be sustained or indeed improved in the second half. This would repeat the trading cycle of the previous years.

Hugh Mackay plc, Roman Lane, Durham City DH1 2RX

CALDAIRE INDEPENDENT HOSPITAL PLC

(Incorporated in England under the Companies Acts 1948 to 1981—No 1663178)

Issue by

Granville & Co. Limited

of up to 750,000 Cumulative Participating Shares of £1 each at £1.25 per share and up to 1,075,000 Ordinary Shares of £1 each at £1.25 per share payable in full on application.

Applicants for Ordinary Shares may be eligible for income tax relief at their highest rates on subscription monies under the terms of the Business Expansion Scheme set out in the Finance Act 1983.

Copies of the prospectus, with application forms attached, may be obtained until the closing date (13 October 1983) from

Granville & Co. Limited
27/28 Lovat Lane,
London EC3R 8EB
01-621 1212

The Secretary
Caldair Independent Hospital PLC
7 King Street, Mirfield,
West Yorkshire
0924-499251

This advertisement is issued in compliance with the requirements of The Stock Exchange in connection with the placing by Hill Woolgar & Company P.L.C. of 1,200,000 Ordinary Shares of 10p each at 60p per share in D.J. Security Alarms p.l.c. ("the Company").

Application has been made for grant of permission to deal in the Ordinary Shares in the Unlisted Securities Market on The Stock Exchange. It is emphasised that no application has been made for these securities to be admitted to listing.

D.J. Security Alarms p.l.c.

(Registered in England under the Companies Acts 1948 to 1975: Registered No. 13575683)

Authorised £	Issued and to be issued fully paid £
220,000	2,200,000 Ordinary Shares of 10p each
280,000	2,800,000 Non-Participating Convertible Ordinary Shares of 10p each
£500,000	£400,000

Shares have been offered to and are available through the Market.

Full information regarding D.J. Security Alarms p.l.c. is contained in the Exel Unlisted Companies Service and in a Prospectus dated 16th September, 1983, copies of which may be obtained from:—

Hill Woolgar & Co. P.L.C.,
6 Frederick's Place,
Old Jewry,
London EC2R 8HR.

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FINANCIAL TIMES SURVEY

Wednesday September 28 1983

Wales

The Principality is proving its ability to attract a solid slice of the limited amount of new investment now available to cope with the worst recession since the 1930s

Winning its share of new industries

By ROBIN REEVES

OVER THE PAST year, Mr Nicholas Edwards, the Secretary of State for Wales, has taken to quoting the historian A. J. P. Taylor, in defending the impact of the Government's economic strategy upon Wales.

Describing Britain's economic performance in the 1930s, Professor Taylor noted that because new industries at first increased less rapidly than the old industries declined, "men saw that the race was being lost. They did not appreciate ultimately it would be won."

Mr Edwards argues that the same process is at work today. "The new technologies produce such a vast range of entirely unexpected products, that they create exceptional opportunities for new job creation."

Mr Edwards' model for the new Welsh economy is the Greater Boston area of the U.S. which, he stresses, eight years ago was suffering almost the highest unemployment in America. "People were talking of de-industrialisation, dereliction and decay as the old basic industries declined. Today Boston has about the lowest unemployment and the most rapid growth in America, based on the manufacture of mini and micro computers and all their related industries."

Certainly, Wales has been demonstrating a capacity to attract a share of the limited amount of new investment coming forward in the worst recession since the 1930s. South Wales has been benefiting, in particular, from the strong growth maintained along the M4 motorway corridor west from London, though there is still some resistance among potential investors to crossing the Severn bridge, despite the generous financial incentives available at the Welsh end of the M4.

In North Wales, the major industrial restructuring effort launched after the 1980 shutdown of iron and steelmaking at the British Steel Corporation's Shotton works, is also beginning to produce results. The latest among a number of major new projects attracted to the area is the Finnish-owned United Paper Mills, which is building a £185m automated pulp and paper mill on Deeside Industrial Park, creating or underpinning over 1,000 jobs in forestry and transport as well as those flowing from the mill itself.

Wales is also well placed in the keen UK competition to capture what promises to be one of the largest investment pro-

jects of the decade — assuming it goes ahead — the Japanese Nissan car plant. Wales has three of the five short-listed sites: namely, Llanwrn, near Newport; Wentloog, near Cardiff; and Shotton, on Deeside. A decision from Tokyo is expected before the end of the year.

In the meantime, the advance factory building crash programmes launched by the Welsh Development Agency in the wake, particularly, of the heavy Welsh steel job losses over the past five years, have been attracting a steady stream of tenants. Last year, a record number of units was let to enterprises promising some 6,000 jobs over the next three years.

Outlook uncertain

Yet for all the encouraging developments, the overall picture is hardly a cheerful one. According to a recent assessment of Welsh economic prospects carried out by the Institute of Economic Research at the University College of North Wales, Bangor, since the Conservative Administration was returned to power in 1979, Wales has lost a third of its manufacturing employment base. "Areas of relative prosperity have been transformed by the recession into zones of considerable employment deprivation," it says.

It calculated that even on the most optimistic assumptions, a further loss of at least 10,000 jobs annually was in prospect. But it was more likely to be of the order of 24,000 job losses by mid-1984 and, combined with an increase in the workforce, could raise measured unemployment by 30,000 over a two-year period.

The study estimated that an annual GDP growth of 4 per cent — well above current projections — would be required to hold Welsh unemployment down to its current level of 161,000 or 15.3 per cent on the new calculating basis.

The forecast was made on behalf of the Welsh local authorities and their response was to call for an enhanced programme of capital expenditure on projects which they could bring forward over the next four years at an overall cost of £196.8m. This, they estimated, would provide nearly 7,000 direct construction jobs and 1,900 in the longer term to man the new facilities.

Yet, no sooner had these proposals been tabled than Welsh local government and local health authorities found themselves wrestling with the host of difficulties created by the Government's July round of public expenditure cuts, which trimmed £18m, or 1.4 per cent, off the Welsh Office's budget.

The autumn may or may not bring a further round of public expenditure cuts. If it does, Wales, because of the dominance of the public sector in many parts of the economy, could be hit disproportionately hard. Meanwhile Wales is having to brace itself for two policy statements which could have more far-reaching consequences.

First, the outcome of the Government's review of regional development policy. The upsurge of unemployment in previously prosperous areas like the West Midlands has

strengthened the argument that regional grants no longer create jobs but simply move them from one part of the country to another.

Fears that Wales is poised to lose a significant proportion of the £50m-£100m which regional aid grants pump into the Welsh economy each year may still prove unjustified. The CBI Wales has been sufficiently alarmed, however, to make special representations to the Government, stressing the importance of regional policy in encouraging Welsh industrial investment.

Blow to confidence

It insists that any move towards discretionary, as opposed to automatic, grants will be a blow to confidence and weaken the policy's value in attracting investment and promoting the modernisation of plant and machinery.

Succeed is the policy to be adopted by Mr Ian MacGregor after his recent appointment as chairman of the National Coal Board.

The South Wales coalfield can hardly avoid being placed on the sharp end of a more vigorous policy aimed at reducing current UK coal production capacity by closing persistently unprofitable pits. Although the amount of coalmining in South Wales has been reduced dramatically since World War II, the coalfield's balance sheet has never really recovered from the dramatic cutbacks in Welsh steel in 1980 and the stiffening price competition from imported supplies.

The result has been that last year the coalfield lost a record

Two faces of Wales: Llanwrn steelworks and inside Rhyl's Suncentre, the biggest holiday attraction in the Principality

£81m. Some 20 per cent of output was responsible for £72m of the loss, suggesting that as many as half a dozen pits and the jobs of around 3,000 miners could disappear.

The best the industry can probably hope for is for more closures to be accompanied by increased investment in new capacity, particularly anthracite production in the western end of the coalfield, which remains in good demand.

On the other hand, Wales's other traditional major industry, steel, appears to be finally emerging from the acute difficulties of the past five years. BSC's Llanwrn steelworks has been regularly chalking up record production performances which place it amongst the most efficient steel plants in Europe, while Port Talbot has just been given the go-ahead to replace its hot mill at a cost of £171m. With a £100m continuous casting facility commissioned successfully over the past year, Port Talbot's modernisation to the highest international standards is within sight of completion.

At Shotton, still the main BSC production centre for coated steels, productivity records have also been established regularly, as demand has picked up.

Even the Welsh steel industry's extremely painful turnaround in social terms could prove short-lived, however, if the slow economic recovery

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This survey has been written by Robin Reeves, Welsh Correspondent and Rhys David.	

fade—as some forecasts are suggesting. In fact, the most recent industrial trends survey from the CBI Wales hardly makes encouraging reading. It suggested that in contrast to the UK as a whole, the recovery in Wales might already have come to a halt.

The volume of new orders had fallen since April, output was static and export orders and deliveries were expected to decline, as were stocks. Last but not least, it also forecast an increased rate of redundancies this autumn.

Throughout the recession, Welsh Office Ministers have given first priority, within the tight parameters of the Government's overall economic policy, to laying the foundations for industrial recovery by pressing ahead with improvements in the basic economic infrastructure.

More roads

Long overdue Welsh trunk road improvements have been protected from public expenditure cutbacks. Not only have the remaining sections of the M4 motorway across South Wales been completed, but work is now also pressing ahead rapidly on building the A55 dual carriageway from the English border to Anglesey.

Important road improvements have been made, or are under way, in many other parts of Wales, notably in the industrial valleys and around Cardiff.

Initial hostility to other forms of public investment which encourage private sector investment and industrial growth has also been the subject of a quiet U-turn. Over the past year in particular, the Welsh Development Agency has been given every encouragement to step up and broaden its direct investment role in order to try to increase the birth

rate of new Welsh businesses. The industrial marketing and promotion effort has been streamlined and strengthened by the creation of WINvest—an organisation combining the inward investment roles of the WDA, the Welsh Office and the Development Corporation for Wales, the last now abolished. This autumn is due to see the launching of WINtech, a new organisation to encourage the take-up of new technology by existing Welsh industry and the creation of new enterprises by improving the interface between industry and Welsh academic institutions.

In the meantime, hardly a month now passes without the launching of a more locally-based initiative, such as a community enterprise trust or agency to encourage new local employment opportunities. The trade union movement in the shape of the Wales TUC has added its weight to the task—significantly, with substantial government financial aid—by establishing a Co-operative Development and Training Centre to help redundant workers launch their own co-operative ventures.

The new urban development grants have been mobilised to accelerate the redevelopment of dockland and associated areas in Swansea and Cardiff. A new enterprise zone has also been designated in Flint and another is planned in Milford Haven to try to revive the fortunes of two particularly hard hit Welsh unemployment blackspots and emulate the good results so far achieved by Wales's first enterprise zone at Swansea.

Yet all these infrastructural improvements will be to little avail without a more vigorous and more sustained general economic recovery. Mr Edwards' dream still remains a very long way from realisation.

Can I have a small factory unit in advance to train the staff?
Is there a squash club in Bangor?
My turnover has suddenly dropped. Should I cut back, and if so, on what?
Should I go for a home market first, or an export market?
Can I take freight through Swansea airport?
How do I find out about planning permission in enterprise zones?
Are there any 15,000 sq. ft. factories immediately available near the M4 motorway?

Could I get spares from Gwent to a client in Germany within 24 hours?
What day-release courses are there in Swansea?
Is it better to try out new products on the market or to look at the market first before designing them?
Where can I take my clients for a day at the races?
How can I market my mother's traditional mustard?
What can I do with a client on a wet weekend in Dyfed?
How do I go about basic market

What are the beaches like on the Gower Peninsula?
With my type of business, I need premises built to my specifications. Is the WDA prepared to provide them?
What tax allowances can I claim on new plant and machinery?
If I move my firm to Wales what Regional Development Grants will I get?
Will there still be room to expand in five years' time?
Will I have to look abroad for components for my robot control system?
How can we produce an analysis

Will my azaleas grow in Llanelli?
Where can I find 150 semi-skilled assemblers for my electronics plant?
Can I find equity capital for my new high-technology project?
What sort of E.E.C. loans will my business qualify for?
Where can my son get a thorough grounding in electronics?
How long will I have to wait for a mortgage?
What are the advantages of leasing capital equipment?
Can you offer anything under 1,000 square feet?

Can you guarantee the electricity supply for my computer installation?

NO WDA, NO COMMENT.

Will anyone be prepared to put up money to renovate an old building where I'd like to base my business?
Will I have to rely on government funding, or are there private sources of finance too?
My goods are exported all over the world. What international freight facilities are there?
How many computer programmers are there in Gwent?
What sort of a house can I get for £40,000 in Caernarfon?
Can I Red Star a package to Haverfordwest station?

research in the area?
Is the air clean enough for my computer to breathe?
Does the A5 get busy on a Thursday?
Will I have to go miles to get the Rolls-Royce serviced?
What sort of incentives do I get to move into a ready built factory?
There may well be a large pool of labour available, but can I be sure I'll find people with the right skills for my business?
What commercial radio stations operate within Wales?

of stocks, sales and debtors on a month-to-month basis?
Will you consider finance to buy a business back from the receivers?
Is it worth my investing in a new offset printer?
I've come up with a new type of air filter. Can you come up with some money?
Is there a golf club in Gwynedd?
Honestly, how reliable are the trains to London?
Any ideas on promoting my business without spending any money?

I'll have to bring a number of executives with me. How easy will it be to find the right kind of housing?
Can I be sure I can get local suppliers to produce what I need?
How long does it take to get from Heathrow to Ebbw Vale?
How can I set about getting into an export market?
Where can I go to wine and dine 40 Japanese businessmen?
For all the answers phone Treforest (044 385) 2666 or write to the WDA, Pontypridd, Mid Glamorgan CF37 5UT.

WDA
Welsh Development Agency

The Welsh Development Agency's new aim is "caring for Welsh enterprise"

Drive to expand joint venture funding

CHANGE WAS already in the air at the Welsh Development Agency before the sudden, sad deaths in the past year of Mr Stephen Gray, the agency's second chairman, and Mr Ian Gray, managing director of the WDA during its first seven years' existence.

However, the arrival of Mr John Williams, former chief executive of BOC and a director of Harland and Wolff Belfast, as the new WDA chairman, and the impending appointment of a new managing director has given a higher profile to the changes of approach now being adopted by the WDA in its efforts to strengthen and improve Wales's industrial economy.

Mr Williams sums up the agency's new aim as one of "caring for Welsh enterprise"—both by encouraging a higher birth rate of new enterprises and by helping existing Welsh businesses to take maximum advantage of its opportunities for expansion and diversification.

"We are taking a rather broader view of the issues and responsibilities, the problems and the opportunities which we have to address. We want to get the idea around that there is help available for those who want to help themselves, in existing businesses as well as new ones."

Since it was first established in 1978, much of the agency's energies have been taken up in responding to the crises stemming from the rundown of employment in the Welsh steel industry. Crash industrial estate and advance factory premises have inevitably risen sharply and currently stands at nearly 15 per cent of the total portfolio. As a result the factory building effort has been cut back for the time being. For the foreseeable future, factory investment will be devoted to ensuring that there is always an adequate range of premises of different sizes in various parts of Wales and to the reworking of older major estates.

At the same time, the WDA's latest building programmes include factories of new design, aimed at achieving a more efficient and flexible use of space and reductions in heating bills of up to 50 per cent.

closure areas, notably Shotton in North Wales, the Newport area (Llanwern), Port Talbot, and Llanelli.

As a result, since 1978, the agency has built more than 3,100 new factories totalling 6,350 sq ft. During 1981-82, it was completing, on average, more than one new advance factory a day—as the first step towards bringing new and more diversified employment opportunities. Combined with the premises it inherited from the Welsh Industrial Estates Corporation, its total property portfolio is now close to 30m sq ft.

Thanks to a vigorous marketing effort, and a relaxation in the rules governing tenancies—factories are no longer limited to manufacturing enterprises only—the agency has been maintaining a good letting record. Despite the difficult economic climate, in the last financial year it allocated a record 276 factories totalling 1,630 sq ft to new tenants, providing some 6,000 new jobs over the next three years.

Sharp rise

Even so, its stock of unlet premises has inevitably risen sharply and currently stands at nearly 15 per cent of the total portfolio. As a result the factory building effort has been cut back for the time being. For the foreseeable future, factory investment will be devoted to ensuring that there is always an adequate range of premises of different sizes in various parts of Wales and to the reworking of older major estates.

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John Williams, chairman of the Welsh Development Agency, encouraging a higher birth rate of new enterprises.

The agency with headquarters in Treforest, near Pontypridd has also begun work on the first two of what is eventually envisaged as five or six integrated high technology parks for "sunrise industries" throughout Wales. The first is on Deside where 25.5m, 60,000 sq ft Newtech Centre is being established in association with the North East Wales Institute of Higher Education research department, and the second at Cleeve Park, Clonmel, where up to 19 units in a seven-acre parkland setting are being built at a cost of £3m.

The units, to be let at rentals of £3.50 to £4.00 a sq ft, are earmarked for manufacturers or assemblers of technological hardware, small research operations, or perhaps a software service seeking a practice base.

And, elsewhere in Wales, the agency has taken on board a Gwynedd county council scheme under which grants of

up to 35 per cent are now available for converting redundant buildings in rural areas—old barns, redundant chapels and the like—into industrial premises.

Hand in hand with these changes in factory building policy has gone a radical streamlining of the agency's marketing efforts. For the past 25 years, the job of attracting overseas inward investment has fallen mainly upon the Development Corporation for Wales, a body funded by Welsh industry, local authorities and, latterly, the WDA. Earlier this year however, Mr Nicholas Edwards, the Welsh Secretary of State decided to amalgamate the inward investment responsibilities of the Welsh Office, Industry Department, Devcorp, and the WDA in a new unit called the Welsh Development Agency.

The significance of the change is that WINvest is geared to offering specific

premises and firm financial aid packages to potential inward investing companies, whereas Devcorp was limited to marketing and promoting Wales's industrial virtues.

To help established industry within Wales the agency has also been strengthening its services to small businesses and working on ways of improving its co-ordination with the industry-related activities of local authorities and the rash of local enterprise agencies which have recently sprung up in various parts of Wales in response to the current economic difficulties.

It has also launched a new subsidiary, Executive Secondment (EXSEC for short) which is devoted to arranging for skilled and experienced managers from large companies to join small companies for limited periods to tackle specific problems. Shell, BP, ICI, Kellogg, Allied Steel and Wire, and Control Data were among the first companies to agree to release managers, whose salaries they continue to pay, while the WDA meets EXSEC's administrative expenses.

New thinking

Significant changes have also been taking place in the WDA's direct investment activities. The first sign of new thinking was the launching, just over a year ago, of a special venture capital subsidiary, Hafren Investment Finance, and it provided an immediate success. The initial £1m share capital had soon to be doubled, and earlier this year, discussions were opened with a number of City institutions with a view to launching an even bigger joint venture capital fund of some £5m.

Meanwhile, in the first nine months of Hafren's operation, the agency received 1,100 enquiries for funds (a major attraction is that capital is available in amounts as small

as £10,000) and by the end of the financial year, investments totalling \$608,000 were being made in 13 enterprises, 10 of them attracted to set up in Wales.

They include manufacturers of miniature closed-circuit TV cameras, inflatable play structures, electronic control equipment, satellite TV antennae and computer systems. More investments have followed since.

At the same time, Hafren's launch has been accompanied by a more active use of the agency's original financial investment machinery. By the end of the financial year, the WDA's net investment portfolio had increased from £10.5m to £15.7m with nearly a third of the new investments in projects involving a high degree of technical innovation.

Since then, it has also launched a "Seed Capital Fund," to provide unsecured loans of £2,000 to £20,000 towards promising projects requiring capital to get off the drawing board and into commercial production. Until now, agency funding has been available only to innovators able to demonstrate a working prototype.

These loans are being made at a fixed rate of interest (currently 11 per cent) but capital repayments are deferred for three years, after which repayment is due in full.

The agency has also launched a new type of variable interest loan to aid companies expanding out of a difficult period or facing unpredictable growth rates or a highly variable turnover. Interest is negotiated as a percentage of sales or net profit and varies from 10 per cent to 20 per cent.

Interest payments under the scheme are deductible for tax purposes and capital repayments can also be waived for a period. The cost of the loan rising in line with the company's growth and/or ability to afford higher repayments.

Robin Reeves

The zone has attracted private investment of more than £12m Swansea's enterprise pays off

WITHIN THE next few months the last of the spoil tips which have disfigured the Lower Swansea valley—at one time the site of the world's largest industrial dereliction in Europe—will have disappeared.

Instead, the area, running down towards the centre of the city now houses a variety of warehouses and factory units, with occupants ranging from Marks and Spencer to small local companies—all clients attracted to operate in the city's Enterprise Zone.

The Swansea zone—the first to get under way some two years ago—has attracted total private investment of well over £12m, in developments covering more than 700,000 sq ft, with at least as much under negotiation.

75 firms

The number of firms involved in moves into the zone totals more than 75, with roughly two-thirds being totally new projects or branch developments, and the remainder relocations.

New jobs created have reached more than 365, with rather more than that figure among the relocations. With the addition of jobs likely to materialise from developments still under way, the total reaches almost 1,300.

"The enterprise zone concept and the Lower Swansea valley location were in a sense made for each other," observes Roger Warren-Evans, a former director

of Barratt Developments, the housebuilding group, and now director of the Swansea Centre for Trade and Industry—the city council's industrial promotion arm.

For some years before the zone idea had been dreamt of by the then Chancellor of the Exchequer, Sir Geoffrey Howe, the city council as the main landowner in the area had been pushing ahead with the Welsh Development Agency on the clearance of the valley—for many years, the site of the world's main centre for the production of non-ferrous metals.

The result was to release large quantities of potentially good land for industry in a restored environment in the centre of the conurbation close to the city facilities available in Swansea, and near to the main rail line and the M4. "It would have been the most successful estate in the city even without status because of its geographical position and environmental quality. The zone has, however, greatly accelerated the rate of new development and the rate of retrieval from dereliction," Roger Warren-Evans says.

Developments within the zone have been carried out by both the private and public sector and cover a wide range of activities. The city council up to March 31 this year had spent a total of £3m (including £3m before designation of the zone) on acquisition of land, land clearance, infrastructure, provision of services, and landscaping, and has also built its own nursery units.

A further £2m is being spent this year, with another £5.5m over the next year. After this, towards the cost of various improvements undertaken by the city has come from the Welsh Development Agency, the European Regional Development Fund and the Welsh Office.

From the private sector a new company Enterprise Zone Development, set up by a local businessman to provide accommodation within the designated area, has successfully completed a first scheme of warehousing and other units. Other companies, both local and national, have arranged the building of premises to their own requirements.

Establishments which have moved into the zone include Renault and Ford dealerships, beer distribution (with public house on part of the site), timber and DIT products distribution, and retailing, builders' merchants, furniture and carpets distribution, and tyre sales.

Supermarket
Tesco has opened a supermarket in the zone, and Debenhams, which has recently opened a city centre store in Swansea, has a warehouse in the zone, as does Marks and Spencer. A new hotel is also planned by Comfort Hotels, aimed at the business and family market.

Manufacturing activities attracted to the zone include some small scale clothing and engineering, but in total the proportion of jobs in this sector within the zone varies little from the now comparatively low share in the UK economy as a whole. To a large extent, as Roger Warren-Evans points out, this is because the advantages of a zone location can be marginal for manufacturing, which can get benefits such as capital allowances elsewhere.

As it turns out, a major attraction of the zone has been the relative freedom from planning controls. This has enabled companies to carry out under one roof a range of activities—retailing, showrooms and distribution—which planning regulations would have discouraged elsewhere.

With not far short of 50,000 people unemployed within 20 minutes of Swansea—including some 20 per cent of the total male workforce—the contribution which the zone is making towards job creation is clearly small but, according to Roger Warren-Evans, it is having a catalytic effect.

Three-quarters of the businesses attracted into the zone have been local to South Wales. The fact that the local economy has been able to generate that amount of activity has its own consequences. Others want to follow those who have shown a keenness to set up in a new environment, or in more modern premises, in the zone.

Rhys David

New marina should boost tourism

THE SWANSEA enterprise zone is only part of the overall economic effort now being mounted in the Swansea area which has experienced over the past five years an acceleration in the shift away from its previous dependence on metal manufacture.

Apart from the major reduction in the labour force at the nearby Port Talbot works of the British Steel Corporation, there have also been big job cuts locally in nickel and aluminium, and in downstream processes such as can manufacture.

To encounter this, the Swansea Centre for Trade and Industry pursues a conventional inward investment drive aimed at attracting new employment from elsewhere in the UK and abroad, but it combines this with other imaginative approaches.

It runs a series of business training courses at weekends for entrepreneurs on subjects such as marketing, handling finance, going solo, and taxation, and on the duties and responsibilities of being a company director.

There are also walk-in business advice sessions every day, and a business information service enabling businessmen to consult trade directories, and reference books as well as obtain information on patents, franchises, and products and

services obtainable locally.

Other services include a small business club where entrepreneurs can gain mutual support, a "satellites" scheme to equip young people with business skills, grants to help new businesses overcome small technical problems, such as patents registration, and finance for firms setting up in the area.

As part of the overall counselling service the centre's director, Roger Warren-Evans, has his own half hour magazine once a week on local commercial radio, as well as a daily five minute business advice spot.

The city, too, has its own development company, Swansea City Development, one of several established by local authorities in various parts of the country to sidestep restrictions—subsequently removed by the Government—on the commercial activities of councils.

Infrastructure

The Labour-controlled local authority in Swansea has adopted this approach as part of an overall commitment to pump-priming across a broad field. The aim has been to create the right infrastructure for industry and at the same time provide a range of amenities and facilities which will make the city attractive

to live and work in.

Total spending in the enterprise zone, spread over a number of years, is set to reach more than £15m, with the Government and the EEC—sources the Council has become expert in tapping—making major grant contributions.

A new athletics stadium and sports complex lower down the valley has so far cost £2.5m, with a similar sum still to be spent, and £1m is being spent on reclamation work in the Mumbles area to improve facilities for launching yachts and other pleasure craft. The municipally-owned Grand Theatre is also being extended and refurbished at a cost of around £4.5m.

The city has been helped in financing these large capital projects by skilful exploitation of its position as the main landowner—a position built up through a policy of acquiring land as it has become available over the years. Land has been leased back to developers for a premium (plus small annual rental). Under government rules, Swansea has thereby qualified for an enhancement by a similar amount of its capital allocation.

The most ambitious scheme of all is the development of a maritime quarter in the disused west of the river section of Swansea docks,

and with the recent signing of a £10m hotel contract, it appears to be winning the battle for backing from private sector developers. The hotel development, by Ocean Properties of the U.S., forms part of a total proposed commitment by developers of \$45m on a range of commercial developments including housing, recreational and business schemes.

The city itself had spent £10m on the maritime quarter by the end of March this year—mainly on land acquisition, infrastructure, surfacing of quays, renovation of buildings and general improvement of the area. Further expenditure of around £5m is planned before the scheme is completed.

165 berths

The marina, operated by a new company Swansea Yacht Haven, opened at the end of last year with all 165 berths in phase one already taken. Phase two accommodates a further 150 berths and ultimately the total on site will reach 600. The development, the first purpose-built urban marina in Wales, is expected to boost considerably Swansea's growing importance as a tourist centre.

R. D.

PROFIT IN CAPITAL COUNTY

Within Wales, South Glamorgan is the capital county. With its capital at Cardiff, it is a focal point of local and national activity. It is also a focal point of a European capital city, including the Welsh capital, Cardiff, and the Welsh Development Agency.

SOUTH GLAMORGAN

Capitalism on the move: the county's economic growth is reflected in the fact that it is the only county in Wales to have a higher birth rate of new enterprises than the rest of the country. This is due to the fact that the county has a higher birth rate of new enterprises than the rest of the country. This is due to the fact that the county has a higher birth rate of new enterprises than the rest of the country.

CARDIFF

Chemical Bank, Cardiff Building Society, Argyle Trust, Feinfeol Brewery, John Hall Tools, Peter's Savoury Products, and Smith Kendon are Target Clients in South Wales—in company with clients such as A.A. Aves, Cow & Gale, Rank Xerox and TNT—400 others throughout the UK. Established in Cardiff in 1969 by an international firm of chartered accountants, Cardiff remains the central centre of the group which now has 6 UK offices and 200 staff. Target is unique in offering national support through a branch network from a Cardiff head office—a service increasingly needed by Companies relocating their own administrative centres.

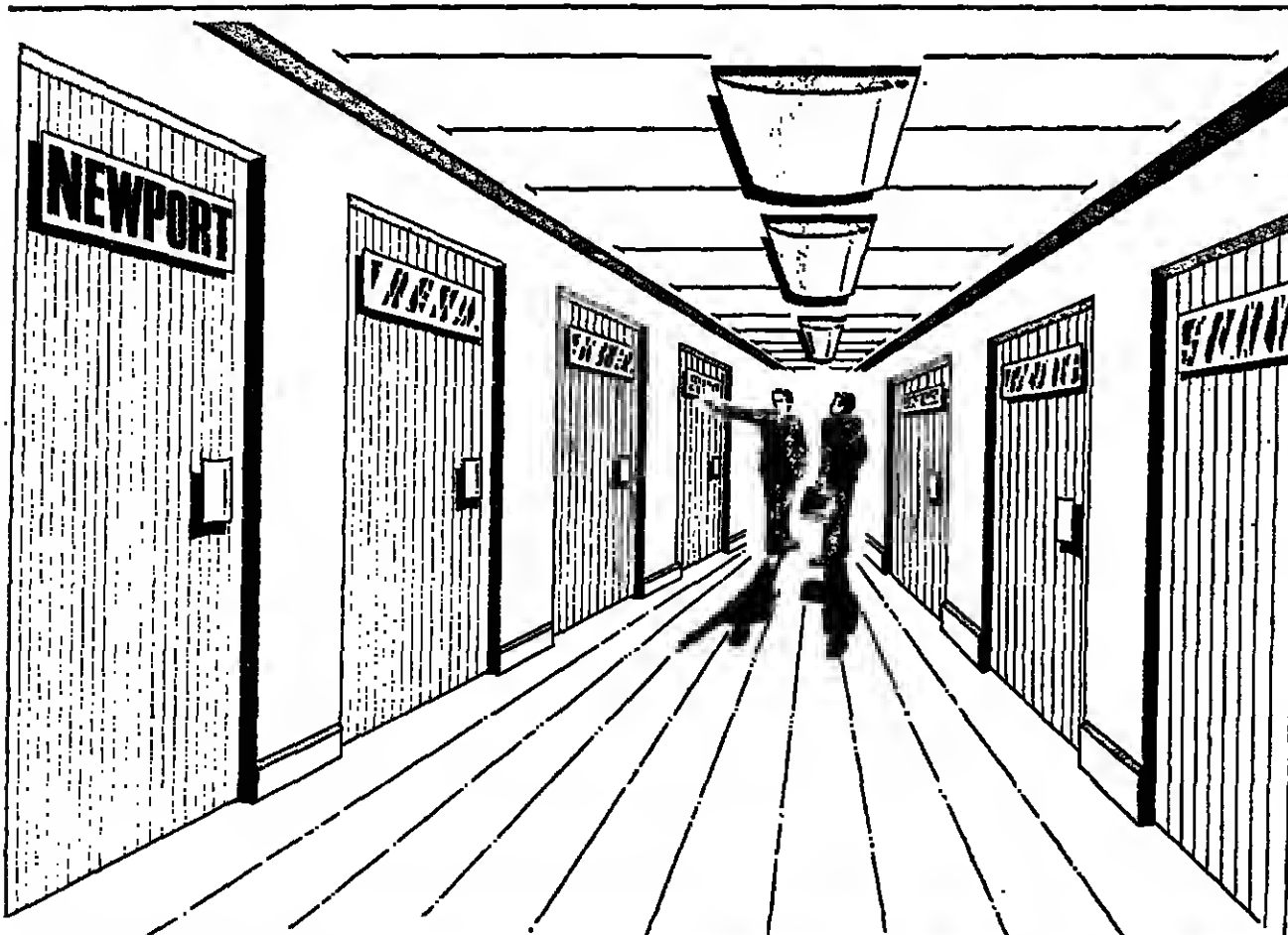
DIVISIONS

Business Systems
Computer Equipment
Technical
Software Development
System Care
Consultancies
Bursary
Maintenance Hire
Data Capture

UK OFFICES

CARDIFF
LONDON
MANCHESTER
BIRMINGHAM
GLASGOW
EDINBURGH
DUBLIN
LIVERPOOL
NOTTINGHAM
SHEFFIELD
BRIGHTON
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NEWPORT

WALES III

Mid Wales chases the orders

"WE ARE TRYING all the time to ensure that the producer has an order in his hand," Mr Roy Evans, Mid Wales Development's marketing director, stresses. "Orders are the key, whether it is a question of getting finance from the bank for further expansion, or simply keeping existing capacity running."

Mid Wales Development—the new, slicker, title adopted by the Development Board for Rural Wales in the past year—has a clear idea of its immediate priorities. Established six years ago as an autonomous country cousin of the Welsh Development Agency to tackle the century-old problem of depopulation from Mid Wales's rural districts, MWD is applying an increased effort to ensuring that the wide range of companies which have put down roots in Mid Wales in recent years are able to survive and prosper in today's far more exacting economic climate.

Gene are the days when Mid Wales industry consisted largely of local businesses connected mainly with agriculture and tourism. A sustained effort to attract new job opportunities, aided by the 1970s industrial location trend which saw many small businesses moving from inner city areas to rural environments has begun to give Mid Wales a significantly more diversified economy.

A buyers' exhibition staged by MWD at the Cafe Royal, London, earlier this year—attended those who attended with the variety and sophistication of the Mid Wales products on show. They varied from advanced electronic assemblies and engineering goods to high fashion knitwear and clothing (Mid Wales is the home of the Laura Ashley group) and gift products.

But the local market is of

course strictly limited. In order to prosper, most Mid Wales companies need to sell outside the region, and as part of a comprehensive "after care" service which MWD has developed for all businesses in the region, it is making arrangements for local companies to attend no less than 35 trade exhibitions in the current financial year, not only in the UK but also, on the Continent and in the U.S.

And, according to Roy Evans, it is already producing valuable feedback, not only in the shape of significant new orders for local industry, but also—of greater significance in the longer term—ideas for new products.

Warm welcome

This enhanced effort reflects a recognition by MWD that it can no longer look forward to a dramatic upsurge in the number of companies relocating to the region, though it has every intention of ensuring that inward investment continues to make its contribution. Companies wanting to establish in Mid Wales will continue to be assured a warm welcome.

But, since 1979, as well as being hit by the onset of the recession and the mounting competition for footloose industry from the rest of the country, MWD has also had to grapple with the consequences of the withdrawal of regional development grant income from some 60 per cent of its operating area—as part of the Government's public expenditure economies.

By way of compensation, the Government finally agreed last year to make £350,000 a year available for the introduction of a "Mid Wales

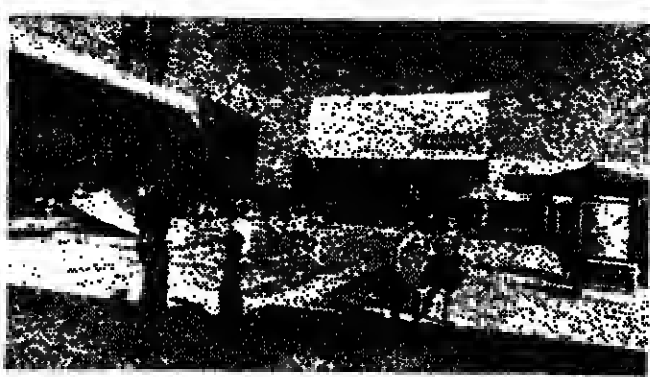
Development Grant," administered by MWD.

To maximise its attractiveness to potential investing companies, MWD is undertaking to give any company applying for the grant—as part of a relocation package—an answer to their application within a fortnight.

This kind of professional approach, combined with some imaginative promotional campaigns also unusual for a statutory organisation, such as sponsorship of a show-jumper, helicopter, fisher, potential investing industrialists, and special management buy-out during the settling-in period for companies that want it, is continuing to bring new and expanding ventures to Mid Wales, in spite of the inauspicious economic climate.

From the outset, MWD has also put a great deal of effort into encouraging a greater entrepreneurial spirit within the region—in order to improve the birth rate of small businesses and therefore new job opportunities. Its initiatives include schools programmes (which, interestingly, have established that a high proportion of youngsters in Mid-Wales would like to stay in the area given the right job opportunities) and business management courses specifically tailored to give participants the skills and confidence to go into business on their own.

It also attaches a great deal of importance to its power to make grants to improve social facilities. The immediate impact of a modernised community hall or the building of a small sports hall may not appear large, but after six years the cumulative effect of making Mid-Wales an even more attractive place to live and work is now beginning to make itself felt.



Cwmbran town centre draws shoppers from all over the county

Cwmbran's advance factories in demand

THE DAYS of new town corporations may be numbered, but Cwmbran Development Corporation is determined to maximise its contribution to the regeneration of the recession-stricken local economy of Gwent before it is finally wound up at an, as yet, unannounced date in the mid-1980s.

Mr Geoffrey Inkin, the recently-appointed new chairman of the corporation sees no point in winding down its activities when so much still needs to be done to restore Cwmbran's economy to economic health.

Established in 1949, the corporation has built more than 1m sq ft of factory space, as well as some 9,500 homes and a major town centre, boosting the population of the designated area from 12,000 at the outset to some 45,000 today.

The town centre, which attracts custom from all over the county, contains nearly 300,000 sq ft of shopping space and 163,000 sq ft of office accommodation.

But since the onset of the current recession, the corporation has been called upon to make a special contribution towards tackling the job losses in the area's traditional industries, notably those stemming

from the rundown of employment at the British Steel Corporation's Llanwern steelworks, near neighbouring Newport.

The Llanwern cutback of some 5,000 jobs led to a special £2m Treasury grant to the corporation which it has used to develop a major new 130-acre estate, Llantarnam Industrial Park.

It is proving to be a great success. Thanks to a new access highway, linking Cwmbran more directly with the M4, the new estate is now only five minutes drive from the motorway and letting of factory units ranging from 750 sq ft to 10,000 sq ft has gone well.

Indeed, Cwmbran is presently in the happy position of having only 19 of its 319 advance factories unoccupied, and 12 of these, at the last count, were about to be let.

In the circumstances, the corporation is pressing ahead with the second phase of development at Llantarnam and the centre-piece is to be its most ambitious ever industry project—a film high-technology centre.

One Llantarnam-based company, Datatype Terminals, is already showing the way. It began in a nursery unit on the estate only some two years ago, but has now expanded rapidly into one of its major employers, taking over a 16th-century farmhouse and a major new factory unit.

Moreover, it is by no means an isolated example of Cwmbran's ability to attract new technology industry. Just down the road, Ferranti has recently completed a £15m complex to design and manufacture new-generation computer systems for air and ground control in military and civil applications.

Three other major Welsh microelectronic developments, the Immos plant at Newport, Mital Telecom at Caldicot and Comdial Communications at Cardiff, are also within striking distance.

Robin Reeves

Wales - The Tourism Connection - your investment opportunity

One reason tourism in Wales has proved one of Europe's continuing success stories is that so many attractions are concentrated in one accessible and easily travelled area. This has been illustrated this year by the Festival of Castles which has been an undoubted success. But there are many other factors that make Welsh Tourism such good news both for the Welsh economy and for investors big and small. The private entrepreneur has been quick to appreciate an environment that encourages personal skills, flair, commitment and financial involvement. Helped and supported by sound organisation, publicity and marketing, the industry has climbed to second in importance in Wales. The Wales Tourist Board continues to act as the catalyst in furthering the development of tourism opportunities. Working closely with such helpful team-mates as the Welsh Development Agency, Mid Wales Development and the Local Authorities, the Wales Tourist Board is a useful go-between in a wide range of enterprises. A spectacular and current example is the development of castles around the Welsh coastline. These, together with the opportunities in other sectors, offer considerable investment opportunities.

WALES
World Cruise Centre Wales Tourist Board
For further information contact:
Gwyn Davies, Development Director, Wales Tourist Board,
Britannia House, Ffizzalan Road, Cardiff CF2 1UY
Telephone: 0222 499905 Telex: 497269

Neath seeks high technology ventures

IT IS less than two years since the International Thomson Organisation got together with local authorities and major companies in the Neath area of West Glamorgan to establish the Neath Development Partnership—an experiment, inspired by the CBI's special programmes unit, which aims to achieve economic regeneration through a mixture of private and public enterprise.

Despite the short-time scale, the partnership already has some significant results to show for its efforts to rebuild a local economy where unemployment has soared from 5 per cent to 16 per cent (on the new calculating basis) in the past three years.

Within the past few weeks, it has been able to announce a £5m project to build the most comprehensive dry ski complex in the UK and a contract with the electrical group Philips to produce microelectronic components, in association with partnership initiative, Neath's Information Technology Centre.

Mr John Carr, Business Development Director, describes

the partnership's role as essentially one of "putting together packages of other people's money" for investment opportunities which it has spent two years identifying and creating.

There have been three prongs to the partnership's attack on the Neath economy's problems. The first has been the building of small business workshops which, as elsewhere in Wales, have found a ready market. At the last count 34 of the first 36 lettable units had been taken, and construction of a further 10 workshops is underway. Such has been the recent growth in enquiries that John Carr now sees a discernible need for slightly bigger units—in excess of 1,000 square feet—though the trend will have to be stronger before any firm decisions are taken.

The second initiative has been to give Neath a stake in new technology by taking up the Government's scheme for establishing a network of Information Technology Centres, to give young people training and work experience in computer and related skills. Another member of the partnership,

Metal Box—traditionally but as a result of a series of redundancies, no longer Neath's dominant employer—provided the premises, and the Department of Industry, Manpower Services Commission, and the local authorities, the finance.

It was thanks to the drive provided by the partnership that Neath's Information Technology Centre was opened last April—the first to get off the ground in the region and one of 11 eventually planned for the whole of Wales.

Breakthrough

As well as providing training and work experience for 40 young people at a time the Neath Centre has been given a commercial dimension. Even before the breakthrough contract with Philips, it had already geared itself to a certain amount of research and development work and low volume production of new products, by establishing an independent company linked to the Tech.

The third prong of the partnership attack on the area's

economic problems has been the development of its considerable tourist potential. A comprehensive study, unveiled last year, identified nine major projects worthy of investment and/or promotion. They range from a canal leisure park, based upon restoring the Neath and Tennant canals, and Aberdare basin, and the exploitation of a number of significant industrial archaeological sites in the Neath valley, to workshops, and an aquarium utilising redundant reservoir tanks.

The most ambitious idea was the proposed dry ski centre planned on a hillside above one of the area's existing attractions—Pencrynor Wildlife Park. B.O.A. Construction and Development, Inc. and C.B.U.S. Partnership linked to the Cardiff-based Bristol Channel Ship Repair group and formed to develop projects mainly associated with the leisure industry, has agreed to undertake the project.

When completed the ski centre will employ some 200 people.

R. R.

PROFILE: TARGET COMPUTER GROUP

Company that lives up to its name

FOUR YEARS AGO, international chartered accountants, Mann Judd, agreed to merge with one of their rivals in the accounting business, Touche Ross. The merger set the scene for the rapid development of a Cardiff-based computer services group which is making a significant impact not only in the UK but also abroad.

The Target Computer Group was originally the consultancy division of Mann Judd. But in 1979, it became the subject of a management buy-out. Touche Ross also had a consultancy division and it was decided to sell off Target as the more commercially-oriented of the two divisions.

Since then, Target has grown by a series of acquisitions from a small company with one office, 12 employees and a turnover of £276,000 into a UK-wide business with six offices, 200 staff and a turnover approaching £2m. As a result of this growth, Target is bursting at the seams in its present head office and so has decided to move its headquarters shortly to larger premises on the outskirts of the Welsh capital.

The four men who took over as directors of the independent company, Chris Davis, Grant Hawkins, Stephen Rowson and Stephen Royal—were already veterans of the computer services industry and determined to build up a country-based business. The main thrust of Target's activities remains the design, development, and installation of software packages for both large and small companies, using its background and expertise in the

accountancy and financial fields. The core staff has been together since the early 1970s and developed some good software design and development techniques.

"We have always been applications, rather than programming, people. We are interested in what the computer can do for the client rather than its general mechanics," stresses Chris Davis. He attributes Target's success to its ability to get good, well-proven, systems working quickly and at low cost.

Wide range

The net result has been a wide range of contracts, varying from the installation of payroll and personnel packages for the Nationwide Building Society, and a complete mortgage processing system for the Chemical Bank, to tailor-made packages for small companies with as few as four staff.

But the directors were acutely conscious from the outset that the software business, while profitable, produced an erratic cash flow, which has been the downfall of a number of companies. They therefore decided early on that it was essential to "bolt on" to the side of the business "an activity which would produce a steady revenue. The upshot was a deliberate decision to build up a data preparation division as an integral part of the business in order to provide a more solid financial base.

Keying information from consignment notes and forms into a computer is not a particularly glamorous activity.

The market is for many companies positive and the profit margin is low. But it produces a very good cash flow. By providing a high standard of service, and guaranteeing security and regularity, Target has built up data preparation into a fundamental part of its business.

Its clients include examination boards, health authorities, foreign banks, and local authorities. The third section of Target's business is a computer bureau service. This partly feeds off data preparation. For instance, Target gives Avis, the car rental company, a cash sales analysis each day from its data preparation work. It also stands in its own right. Target's clients vary from major companies such as the U.S. General Telephone and Electric company and Vickers, the UK engineering group, to a local holiday company which uses Target to process its tour information.

In the immediate future, Target's most rapidly-expanding activity is set to be its Business Systems Division, selling complete hardware and software packages "off the shelf." Over the past year and a half, some £10,000 a month has been invested in equipment, sales people and programmes, preparing the ground for expansion. Marketing agreements have been tied up with IBM, ICL, Honeywell, Sperry, Memmory, and Xerox to provide a comprehensive range of hardware for systems ranging in price from £1,500 to £150,000.

A number of Target's com-

petitors have tended to stick with one or two hardware manufacturers, but the company argues that the wider range allows it to tailor the system exactly to the client's requirements.

It has recently sold its systems to a number of building societies, and the Trustee Savings Bank, and landed an order for seven systems for John Hall Tools, a Cardiff-based national tools supplier.

Some business is also flowing from its bureau activities. A number of companies which began using Target on a bureau basis are now installing their own hardware and purchasing the same software from Target. The advantages of this is that the client's system can be phased in gradually with Target's facilities available as a fallback, should any snags arise in the totter. Overall, the company is presently to negotiation with some 80 potential clients.

But equally, Target's directors are aware of the danger of overstretching the company's resources by over-rapid expansion. From the beginning, all Target's capital investments have been subject to a self-imposed proviso that repayment must be achieved within three years.

Having built up the company on such financial discipline, and on a reputation for delivering precisely what the client requires, Grant Hawkins, the finance director, stresses that Target has no intention of gambling with its good name by taking on more business than it can handle at any one time.

R. R.

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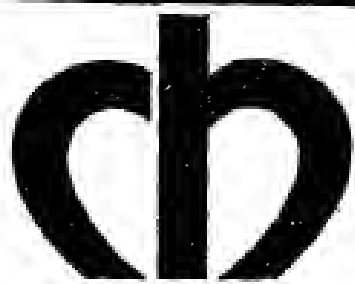
LLANTARNAM PARK CWMBRAN GWENT

By Alan Smith, Commercial Director, Cwmbran Development Corporation, Gwent House, Town Centre, Cwmbran, Gwent NP4 1XZ. Telephone: Cwmbran (06333) 67777. See Prestel page 35190.

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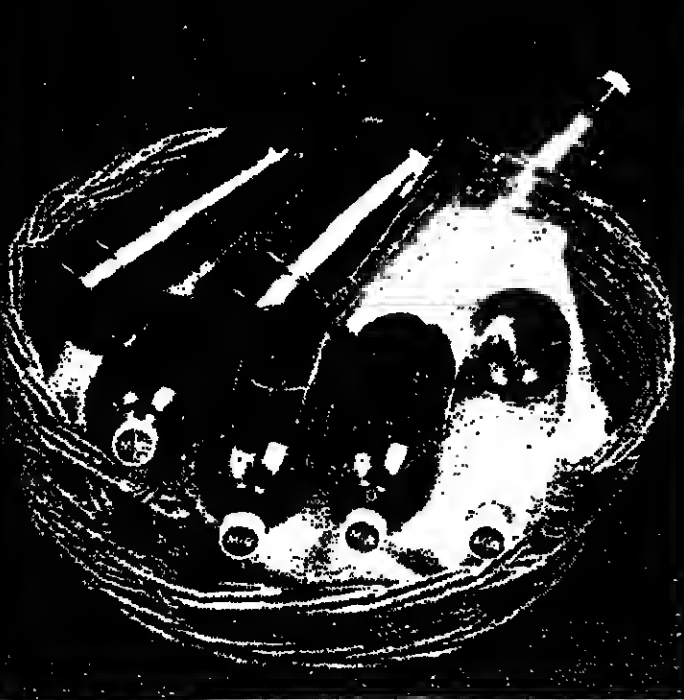
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WALES IV

Tourism proves a thriving market

NOT MUCH more than 100 years after industrialisation first began to spread down the South Wales valleys, tourism is beginning to be seriously talked about as a new prop to the local economy.

Several companies are now organising coach tours, usually based on Cardiff, Newport and Swansea, taking visitors to look at the area—the attractions of which have become more apparent again with the removal of eyesores such as tips—and to study their past through a variety of museums and interpretative centres now springing up.

The hope is that tourism can do for the Rhondda and the other mining valleys of South Wales what it has done for much of the rest of the Principality. Over Wales as a whole tourism is now estimated to account for 90,000 jobs more than four times the number employed in mining.

Wales now ranks as the second most important tourist region in the UK after the West of England with total revenue from British and overseas visitors estimated at £475m in 1982.

Despite a late start, this year is also likely, thanks to the good weather, to prove a strong one. Bookings in some sectors of the industry's business have been up by as much as 20 per cent in August.

The impact on particular areas has perhaps been the most remarkable element in the industry's success. The mountain-locked, and frequently mist-enshrouded, town of Blaenau Ffestiog has been managing to attract more than 1m visitors a year to its tourist

railways and slate caverns. Swansea, not previously a tourist centre of any significance outside South Wales, has with the development of a new enclosed marina—part of a rapidly developing maritime quarter around a disused dock—begun to attract visitors from a wide area.

The relative strength of the tourist industry in Wales has been achieved with the help of considerable hard work over the years on improving facilities and in changing attitudes. In the past 14 years since it was established as the statutory authority for the industry in Wales, the Wales Tourist Board has disbursed a total of £17m in grants and incentives to more than 1,000 different projects and this has generated total investment of nearly £60m.

100 attractions

A large part of these funds has gone towards the creation of the 100 new attractions built in Wales in recent years—wildlife parks, industrial museums, leisure centres among them—but an equally important contribution has been made towards the revival of the older Welsh resorts, most of which had by the early 1970s become rundown.

Starting on the North Wales coast at Llandudno and Colwyn, the WTB has assisted modernisation schemes at 30 hotels. Similar help has been given in South Wales at Tenby, and at Barmouth and Llandrindod Wells in mid-Wales. Attention is now being focused on Aberystwyth.

As a result it is reckoned that most resort hotels in Wales should be fully competitive in four or five years. "This enormous investment and associated marketing initiatives have helped to reverse the long years of decline in the fortunes of the resorts in Wales," the WTB chairman Lord Parry notes.

The WTB has also backed the building of new hotels, including one major new project in Cardiff. Altogether, since 1969, WTB support has helped towards the building of 6,000 hotel bedrooms in Wales and 8,000 additional bathrooms.

With the tourism market worldwide becoming ever more competitive the need to build on this record remains, as a growth strategy produced by the WTB earlier this year recognises.

The key objective laid down in the document is a modest annual growth in tourist spending in Wales in real terms of 2 per cent over the 1982 base and a net growth of at least 1,000 jobs per year. The WTB sees its first priority as holding the level of UK business by continuing to develop new marketing initiatives such as short breaks.

Winning a bigger share of the overseas business attracted to the UK is also regarded as very important. Despite its 12 per cent share of British holiday business Wales only gets 3 per cent of overseas traffic to the UK.

Much is going to depend, however, on the continued provision of new facilities, services and attractions. The new strategy which has been approved by the Secretary of State for Wales—envisages further efforts to improve existing accommodation with completely new hotels only in areas with identified weaknesses. The shortage of large hotels is seen



Caernarfon Castle, Gwynedd: the most famous Edwardian castle in Wales

as one major gap but this will to some extent be filled by two major developments projected for Cardiff and Swansea, both of which have attracted Government Urban Development Grants.

Similar funding has been made available for a new hotel in Brynmawr in the valleys, where the very limited amount of accommodation is seen as a major constraint on plans to develop a tourist sector.

Efforts are also being made to ensure that a balance of activities suited to the needs of the sophisticated modern visitor is available in Wales, and that attractions are spread throughout the Principality and not wastefully duplicated.

One early weakness was seen to be the lack of adequate facilities to cater for the boating enthusiast, whether seeking a permanent berth or wishing to stop over at different points

along the coast. A major report has been prepared for the WTB by consulting engineers Wallace Evans and Partners which sets out a strategy for developing a chain of first-class marinas around the Welsh coast. Activity towards this end is already taking place in nine of the 14 potentially good sites specified in the report.

The board has asked another consultancy to prepare a development programme for inland water sport, recreation and tourism, aimed at identifying ways of utilising rivers, canals, lakes and reservoirs.

For all this, tourism in Wales does in some quarters remain controversial. There are fears of the effects of development on the cultural balance in Welsh-speaking parts of the Principality, where the spread of second homes is already an emotive issue. The WTB makes the claim, however, that far from weakening the language and culture of Wales, tourism has created thousands of jobs in rural areas, revitalising the trade of country towns, and safeguarding communities which, until recently, appeared to be threatened by rural depopulation.

In most of the rest of Wales the projects being sought will be smaller but no less valuable zone the less. For the present at any rate, there seems little chance of manufacturing employment taking up more than a small part of the jobs slack in the remotest parts of Wales, whereas—the evidence suggests—tourism can

part have reacted enthusiastically to the idea of increasing tourist traffic, and have responded positively to a WTB initiative aimed at identifying sites and opportunities suitable for tourism investment in the various parts of Wales. This forms part of a major drive by the WTB to step up investment in Wales both by indigenous operators and, if they can be attracted, by groups, big and small, currently operating outside Wales. At the same time the Welsh Development Agency has increased its spending on infrastructure projects which could help to stimulate investment in tourism.

Major tourist and leisure projects already undertaken by local authorities in Wales include the Rhyl Suncentre which last year proved to be the biggest attraction in Wales, drawing 1m visitors, and in Swansea a leisure centre and the marina development. The latter has already stimulated substantial private sector investment.

Major tourist and leisure projects already undertaken by local authorities in Wales include the Rhyl Suncentre which last year proved to be the biggest attraction in Wales, drawing 1m visitors, and in Swansea a leisure centre and the marina development. The latter has already stimulated substantial private sector investment.

Growth industries

Some 4,000 agricultural holdings in Wales are in fact engaged in some way or another in tourism.

Local authorities for their

Rhys David

Electronics growth gathers speed

WALES'S EFFORTS to build up a sizeable microelectronics sector has taken a further significant step forward in the past year. Within the past few weeks, U.S.-owned Comdial Communications Systems has unveiled plans to build a £15m plant at St. Helens, near Cardiff, to produce advanced telephone systems.

A few months earlier, the Californian Align-Rite Corporation announced the establishment of a £5m plant at Bridgend to produce semiconductor photomasks, a vital service in the manufacture of silicon chips. Interestingly, the company believes it may prove quicker to service its customers on the U.S. East Coast from Bridgend than California because of the time zone differences.

1m telephones

Comdial's 100,000 sq ft, highly automated plant will have the capacity to produce 1m telephones a year, with one of the main lines a "credit authorisation phone" for automatic credit card verification. This new system is to be marketed by British Telecom as System Silver, and the company has already had inquiries for the system from other parts of the world.

These two companies are joining a gradually lengthening list of internationally-known companies in the electronics field which have put down roots in Wales and are prospering. The 1970s were notable for the influx of Japanese consumer electronics producers, with Sony, Matsushita's National Panasonic subsidiary, and Hitachi all establishing a manufacturing presence in Wales to serve the European market. They have since been joined by a fourth, Aiwa.

Since 1979, the gathering microelectronics revolution has

seen Ferranti, Immos and Mitel join two early arrivals, Siliconix and Contron Data Controls, and also some interesting developments in longer-established Welsh companies.

The AB Electronic Products group has been based in the valleys since the early 1950s, and was one of the first UK companies to begin manufacturing microelectronic components for IBM.

More recently it has moved from components into electronic instrumentation and electronic systems, and acquired subsidiaries specialising in defence and aerospace applications and thick film circuits.

Over the past year, AB has attracted widespread attention through its success in buying from the receiver, and turning round the Jaguar motor car subsidiary with advanced electronic control systems for its model range in the 1980s. This was after AB delighted Jaguar with its initial design and development work.

Mettoy of Corgi toys fame, has also been established at Swansea for many years. It was just a year ago that it launched a bold diversification into the home microcomputer market with the Dragon 32 home computer.

Its fortunes to date illustrate the high rewards and risks of and industry is moving at such break-neck speed. Within weeks of the launch, Mettoy was forced to hire off its new product into a separate subsidiary, Dragon Data, and settle the major stake to Prutech and the Welsh Development Agency, in order to finance the expansion of production.

Last January, Dragon Data



Working in Sony's television factory at Bridgend

moved into new premises at Kenfig Hill in order to more than double production, and strengthen its place among the brand leaders in the rapidly-growing UK home computer market.

Earlier this month, however, Dragon Data was the object of a surprise £2.5m rescue package after lower than expected summer sales created a severe cash crisis. Now the company insists that it has a good order book for the rest of the year when it expects to make 50 per cent to 70 per cent of its sales.

A new product machine is about to be launched and next year Dragon plans to launch a series of small computers for business people.

Torch Computers, another micro-computer company, this time in North Wales, which has also been experiencing a humpy ride, has just been given a £1m cash injection by the Welsh Development Agency and Newmarket (1981) Investment Trust to finance the expansion of its business computer, based on the BBC's Acorn personal machine.

Risks recognised

The risks inherent in the bid by the government backed Immos Corporation to give Britain a stake in the standard, world-wide, semiconductor market were recognised at the start but the futuristic-looking production plant at Newport is now operational and the Anglo-American venture is entering what has been described as its make-or-buy phase.

Immos has done well with its first device, a 15K static ram, and is now entering the 64K dynamic ram sector with a chip which incorporates special features which Immos hopes will give the product an edge in a range of applications.

Immos is also developing what it believes will be a winning innovation, the transputer, a very fast microprocessor capable of handling perhaps 10m instructions per second. The company believes transputers can overcome the limitations of regular microprocessors, and provide the designer with an electronic logic system that relates more closely to the real world.

A number of small Wales-based ventures have also been carving out significant niches in the rapidly-developing software market. Data Type at Cwmbran has grown from a two-man operation five years ago into a company whose turnover this year is expected to reach over £7m, as a result of the success of its specialist graphic terminals. These have been

purchased by U.S. National Aeronautics Space Administration (NASA) for use at the Kennedy Space Centre.

Rediote Software in Swansea has also won U.S. orders for its software, which enhances Digital's computer systems without involving expenditure on additional hardware.

In Cardiff, Computer Business Systems (CBSL) and Target Computer Services have both carved significant places in the UK market for specialist systems for the accountancy, legal and financial fields.

South Wales has also established an important place in the application of microprocessor technology to the amusement and gaming industries, with JPM (Automatic Machines) and Clartech among the companies involved.

The Welsh Development Agency, as well as providing financial backing for a significant number of microelectronics ventures, is also now moving fast to ensure an adequate supply of suitable accommodation. Specialist high technology centres are being built at Cleppa Park, near Newport, and on Deside Industrial Park, where the Newport Centre will be linked with the North East Wales Institute's research department. The agency eventually envisages some five to six such centres throughout Wales.

New estates aimed specifically at knowledge and science-based industries are also going ahead in Gwent, notably at Manildra, near Pontypool, and in Mid-Glamorgan, Align-Rite Corporation is the first development on what is eventually planned as a 50-acre science park, at Bridgend.

This autumn is due to see the launching of another initiative aimed at further accelerating Wales' move into the microelectronics age. The precise form "WINtech" (as it is to be called) will take the form of a feasibility study by chartered accountants Deloitte Haskins and Sells but it will be aimed at enhancing Wales' attractions, for inward investment in high technology fields and encouraging Welsh industry to embrace the microelectronics revolution.

At the same time training in computer skills is being stepped up. Clwyd, Gwent, Mid-Glamorgan and Neath are among a number of local authorities which have invested in specialist training facilities. In Clwyd and Neath's case, the training facilities have also been geared to producing electronic assemblies for the commercial market.

Robin Reeves

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SECTION III - INTERNATIONAL MARKETS

FINANCIAL TIMES

Wednesday September 28 1983

WALL STREET

Transport stocks hit heavy going

TRANSPORT STOCKS took a battering on Wall Street yesterday under the combined forces of a chilly reception to the latest large rail merger and worries over labour difficulties among the airlines, writes Gordon Cramb in New York.

Although no rail or air issues are directly represented in the Dow Jones Industrial average, the discomfort created was enough to set going a selling move which remained moderate in volume but was intensive in scale, pulling the Dow 12.80 off its peak set on Monday to stand by the close at 1247.97.

Turnover reached some 81.4m shares, down from Monday's 88.4m, while 1,123 shares showed losses against 451 with gains.

The Dow Jones Transportation average, embracing 20 leading stocks in the two sectors finished 18.95 down at 565.81.

At the same time, the outlook for U.S. interest rates was thrown into some confusion after a dip in the interbank Federal Funds rate in very late dealings on Monday. The rate went from an 8.95 per cent average during official business hours down to at least 8 per cent, with

dealers reporting some trades as low as 5 per cent.

The plunge - coming at a time when many in the market were beginning to discern an easing in the authorities' credit stance - was attributed yesterday at least in part to computer difficulties at a New York money centre bank, which would have distorted the borrowing picture within the Federal Reserve system.

But one dealer also pointed out that, with the banks anxious to square their books before this quarter ends on Friday, some "may have overdone things" and would be seeking to skin off some of the surplus liquidity by offering reserves at a more attractive level.

Funds returned to 8% for much of yesterday before declining again to 8%, but the result was a dwindling of retail business in the government securities markets ahead of any clarification.

The Fed itself is loath to comment on such distortions, and the institutions operating in the credit markets were moved only to undertake small movements in rates.

Recent concerns that a lack of breadth in the stock market's advance could precipitate sharp selloffs were given substance yesterday as, triggered by the transport jitters, selling spread to nearly all sectors.

Santa Fe and Southern Pacific, the two rail systems which announced a proposed tie-up under a new holding company, came down a respective 2% to \$32.4 and 3% to \$37.4. Competitor railways serving nearby regions were also affected, with Burlington Northern off 2% at \$97.4, and Norfolk and Southern \$1.4 at \$68.4, and CSX at \$4 at \$73.4.

Of the airlines, Eastern, which told its workers to choose between wage cuts and bankruptcy proceedings, was actively dealt to drop 5% lower at \$4.4. Others under selling pressure included American Airlines (AMR), down 2% at \$27.4, and UAL, off 5% at \$28.4.

The Transportation average includes all these stocks.

In addition, Boeing, dependent on prosperity in the airline industry for future orders, dipped 2% to \$39.4 after two earlier blocks of 100,000 shares apiece were crossed at \$41 by Kidder Peabody.

On Wall Street itself, broker Merrill Lynch was hit by reports of possible losses from a transaction default in Spain. Its stock, heading the active list, slid 2% to \$34.4, having already been weakened in recent weeks by lower earnings forecasts.

The financial services side showed Allegheny 3% down at \$67.4 on the planned sale of its major unit to American Express, which fell 1% to \$38.4. Baldwin United was savaged 5% down at just \$3.4 after seeking court protection for many of its units.

Elsewhere, Schlumberger fell an active 1% to \$54.4 with a morning block of 200,000 at \$55 crossed by Lehman Bros. One of the few firm points was Heinz, up 5% to \$46.4 as it began a repurchase programme of up to 3m shares, albeit over "an extended period."

With the Fed again staying clear of credit market intervention, the discount rate on short-term Treasury Bills edged down three basis points from Monday's average to 8.68 for the three-month and 8.84 for the six-month. The 12 per cent long bond of 2013 held at its overnight 104.4% to yield 11.43 per cent. The corporate and municipal markets were similarly lacklustre.

LONDON

Blue chip retreat gains pace

IN MARKED contrast to a record-breaking Wall Street performance, London remained uncertain yesterday. Leading shares began only slightly easier but soon retreated.

Nervous selling was in evidence until midday when a small rally boosted prices but most closed a shade above the lowest. The FT 30-share Industrial Ordinary index closed 8.5 down at the day's lowest of 694.0.

A marginally easier bullion price, coupled with a general lack of interest, left South African golds showing widespread losses after two days of good gains. In Australia, golds got off to a dull start, weighed down by the losses in metal prices and easier overnight domestic markets. Details, Page 33; Share Information Pages 34-35

AUSTRALIA

A BOUT of profit taking among top mining and oil and gas stocks in Sydney yesterday shaved down the sharp gains of the previous session, and prices finished broadly lower in moderate trading.

Industrial sector stocks moved against the down trend later, however, with retailers and media groups leading a modest rally.

BHP, initially stronger following the optimistic tone of yesterday's annual meeting, finally eased 5 cents to A\$12.80.

SINGAPORE

THIN trading left most prices lower in a lacklustre Singapore market yesterday, with the Straits Times index 8.63 points off at 981.89.

Esso and Metro each fell 20 cents to S\$11.60 and S\$7.30 respectively. Hotels, properties and commodities were also easier.

HONG KONG

THE introduction of sharply higher interest rates designed to bolster the flagging local currency had a depressant effect in Hong Kong yesterday and, combined with the lack of positive news on the colony's future, left prices mostly lower. The Hang Seng index shed 9.32 points to 800.70.

SOUTH AFRICA

A RESURGENCE of selling took gold shares broadly lower in Johannesburg yesterday as the bullion price maintained its easier trend.

Heavyweight Vaal Reef saw a substantial decline of R4.50 to R131.50, while among the lightweight stocks, Sallies fell 25 cents to R8.55.

CANADA

WEAKNESS in oils and golds took Toronto stocks sharply lower at mid-session, with only the media and forest products sectors resisting the decline.

Dome Petroleum went against the trend to weaker oils with a 3% gain to C\$5.4. Daon Developments, which reported higher nine month losses, fell 17 cents to C\$1.48.

In Montreal, oils, metals and banks declined, but forest product issues firmed.

TOKYO

Technical loss fails to halt surge

LOW-PRICED big-capital issues such as heavy electrical, shipbuilding and synthetic fibre stocks led the way in a broad advance in Tokyo yesterday morning, but levelled off in the afternoon with buying interest shifting to speculative issues like non-ferrous metals, writes Shigeo Nishiwaki of Jiji Press.

The advance was buoyed by Wall Street's Monday upswing to a new high, and the fact that Japan's brokerage houses effectively entered a new business year yesterday.

The Nikkei-Dow Jones market average climbed 88.37 points to finish the day at 9,414.15, topping the 9,400 mark for the first time. A total of 551 stocks moved ex-dividend and 38 stocks went ex-rights, forcing the index to fall 28.12 points in total. Before these adjustments, the Dow would have surged 96.49 points for the day.

Volume jumped to 555.58m shares against 280.70m in the previous session.

Large securities firms in particular recommended heavy electrical shares like Hitachi and shipbuilding issues such as Mitsubishi Heavy Industries. Buying interest thus centred on these large-capital issues in the morning, but dwindled in the afternoon with interest shifting to non-ferrous metal issues like Mitsui Metal Industries and large-asset issues such as Nippon Express.

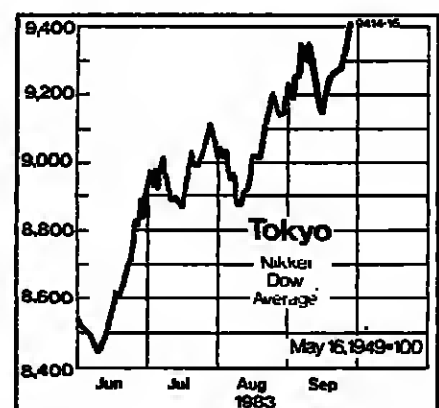
Hitachi rose to Y923 at one point, though it went ex-dividend, before falling in the afternoon to close Y1 down at Y910. Toshiba also soared to Y390, ex-dividend, but eased to finish at Y377. Mitsubishi Heavy Industries and Hitachi Zosen opened firm, both ex-dividend, but turned slightly lower in the afternoon session.

Among synthetic fibre issues, Tijin closed at Y377, ex-dividend, much higher than the theoretical price (adjusted for dividend) of Y359.50.

Elsewhere, Arabian Oil moved the maximum Y500 up in the afternoon to Y5,420, and non-ferrous metals such as Mitsui Metal Industries also moved

higher on revived buying interest. But blue chips like NEC, Matsushita Electric Industrial and Sony edged down on a wide front.

Bond prices opened on a firm note, but tumbled in the afternoon on heavy profit-taking by city banks and other financial institutions. The long-term 7.5 per cent government bonds maturing in January 1993 fell back in the afternoon after rising to yield 7.10 per cent at the outset, down from the previous close of 7.71 per cent.



EUROPE

Hesitancy sees gains evaporate

A HESITANT mood pervaded European share markets yesterday as investors anticipated a downturn in U.S. stocks following Monday's Wall Street record.

In Frankfurt, prices opened firm but eased in dull trading, with profits being taken on the previous session's modest rally. But although little buying interest was seen, traders insisted market sentiment remained positive.

KHD saw its previous day's gains rapidly eroded and closed DM 8.5 off at DM 251. Other engineering firms also suffered, Linde easing DM 1.50 to DM 390 and Mannesmann DM 1.80 to DM 135.70. MAN firmed 20 pfg, however, to DM 143. BMW led the fall in motors, slipping DM 3.20 to DM 382.50, while VW shed

DM 1.70 to DM 218 and Daimler 50 pfg to DM 578.

In narrowly mixed chemicals, BASF slipped 40 pfg to DM 150.30 and Hoechst 50 pfg to DM 158, but Bayer put on 20 pfg to DM 150.50.

Electrical group Siemens lost DM 1.50 of its Monday gain of DM 5.30 to close at DM 344.50. AEG was also DM 1.50 off at DM 82.40. Brown Boveri dropped back DM 6 to DM 217 and PKI was static at DM 310.50.

Banks saw Commerzbank DM 1.30 off at DM 171, Deutsche DM 1 down at DM 310 and Dresdner 80 pfg easier at DM 173.40.

The bond market failed to find impetus after Monday's dull showing in U.S. credit markets and domestic issues were barely changed in thin trading.

Prices lost ground across a broad front in Paris as profit-takers moved in to capitalise on recent rallies.

In banks and financials, Cie Bancaire lost FFr 2.90 to FFr 325.1 and Credit Foncier gained FFr 2 to FFr 493. Schneider fell by FFr 1.5 to FFr 131.

Motors declined, with Peugeot off 3.90 at FFr 219.90 and Valeo FFr 5.9 lower at FFr 280.

Profit taking also prevailed in Amsterdam as traders adopted a cautious stance ahead of the Wall Street opening.

Some early losses were turned into modest gains later, however, as in NMB bank, 80 cents higher at Fl 155.50 and publisher VNU, 30 cents up at Fl 117. Oce van der Grinten opened at a 1983 high of Fl 215 but fell back to Fl 214, up Fl 1 from Monday.

In Brussels, stocks eased in quiet trading as the market assessed the effects of the now resolved public sector strike.

Société Générale Belgique's announcement of a plan to raise up to BFr 8.8bn on the capital markets knocked BFr 55 off the share price to BFr 1905.

Wall Street's overnight record sparked renewed buying interest in Zurich. Financials and industrials were slightly higher, but banks remained neglected because of continuing uncertainty about the international debt situation.

In Milan prices closed easier in thin trading as many investors withdrew ahead of the government's month-end budget statement. Montedison fell below L200 for the first time in several months, losing L6.25 to L198.

Italcement was one of the few firm issues, gaining L410 to L46,500.

There were modest gains in Madrid, where steels, chemicals and utilities firmed, but banks eased.

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KEY MARKET MONITORS



NEW YORK	Sept 27	Previous	Year ago
DJ Industrials	1247.97	1260.77	920.9
DJ Transport	565.91	582.66	369.15
DJ Utilities	134.73	134.78	117.06
S&P Composite	168.43	170.07	123.62

LONDON	Sept 27	Previous	Year ago
FT Ind Ord	674.0	702.50	587.6
FT-A All-share	445.21	450.84	364.37
FT-A 500	481.75	487.98	405.79
FT-A Ind	431.84	437.40	379.28
FT Gold mines	623.7	634.50	359.9
FT Govt secs	82.13	82.43	79.73

TOKYO	Sept 27	Previous	Year ago
Nikkei-Dow	9414.15	9345.78	6975.5
Tokyo SE	692.62	690.47	525.05

AUSTRALIA	Sept 27	Previous	Year ago
All Ord	718.8	720.30	514.6
Metals & Mins	579.1	582.60	410.2

AUSTRIA	Sept 27	Previous	Year ago
Credit Aktien	55.09	54.98	47.79

BELGIUM	Sept 27	Previous	Year ago
Belgian SE	132.91	133.35	101.75

CANADA	Sept 27	Previous	Year ago
Toronto Composite	2575.7	2598.2	1635.2
Montreal	465.05	468.90	297.37
Industrial Combined	438.00	441.29	281.21

DENMARK	Sept 27	Previous	Year ago
Copenhagen SE	196.53	198.54	91.34

FRANCE	Sept 27	Previous	Year ago
CAC Gen	139.2	139.50	99.9
Ind. Tendence	149.1	149.70	116.3

WEST GERMANY	Sept 27	Previous	Year ago
FAZ-Aktien	317.1	317.05	236.33
Commerzbank	940.7	940.90	684.9

HONG KONG	Sept 27	Previous	Year ago
Hang Seng	800.7	810.02	1012.62

ITALY	Sept 27	Previous	Year ago
Banca Com.	195.16	196.73	156.79

NETHERLANDS	Sept 27	Previous	Year ago
ANP-CBS Gen	144.0	144.0	88.2
ANP-CBS Ind	118.5	115.10	68.8

NORWAY	Sept 27	Previous	Year ago
Oslo SE	208.8	208.36	103.84

SINGAPORE	Sept 27	Previous	Year ago
Straits Times	981.93	980.56	658.62

SOUTH AFRICA	Sept 27	Previous	Year ago
Gold	880.20	885.0	651.4
Industrials	955.90	952.9	666.8

SPAIN	Sept 27	Previous	Year ago
Madrid SE	116.03	115.85	99.78

SWEDEN	Sept 27	Previous	Year ago
J & P	1494.99	1478.02	680.47

SWITZERLAND	Sept 27	Previous	Year ago
Swiss Bank Ind	335.0	334.8	248.7

WORLD	Sept 26	Prev	Yr ago
Capital Int'l	183.6	182.20	136.1

GOLD (per ounce)	Sept 27	Prev	Yr ago
London	\$412.625	\$415.625	\$415.625
Frankfurt	\$412.25	\$415.50	\$415.50
Zurich	\$412.50	\$415.50	\$415.50
Paris (tong)	\$414.32	\$417.60	\$417.60
Luxembourg (tong)	\$413.50	\$415.25	\$415.25
New York (Sept)	\$415.50	\$415.10	\$415.10

* Indicates latest pre-close figure

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	Readership %
FINANCIAL TIMES	42
FAZ	24
HANDELSBLATT	21
LE MONDE	11
LIHT	9
NEUE ZÜRCHER ZEITUNG	8
WALL STREET JOURNAL	6
BUSINESS WEEK	24
ECONOMIST	22
TIME	13
NEWSWEEK	11
INSTITUTIONAL INVESTOR (INT'L)	21
EUROMONEY	17

Continued on Page 31

هكذا صنع القليل

Continued on Page 22

هكذا صنع القليل

Continued on Page 32

...and the fact that the *in vitro* and *in vivo* results are in good agreement.

Authorized Units—Continued			
Equity & Law Unit Managers (b) (c)		Hexagon Services Ltd.	
Greenham Rd., Worcester, MA 01604	337	4 Gr St. Helena, Longdon CA 94549	709 452.23
Unit Price	83.0		
Dividend	0.00	10/1/80	11.00
8 Crown Street, ECUA GAN, 01933	1.80	11/1/80	11.00
Unit Price	1.80	12/1/80	11.00
Dividend	0.00	1/1/81	11.00
1258 St. Paul, 27823	8.82	2/1/81	11.00
Unit Price	8.82	3/1/81	11.00
Dividend	0.00	4/1/81	11.00
1258 St. Paul, 27823	8.82	5/1/81	11.00
Unit Price	8.82	6/1/81	11.00
Dividend	0.00	7/1/81	11.00
1258 St. Paul, 27823	8.82	8/1/81	11.00
Unit Price	8.82	9/1/81	11.00
Dividend	0.00	10/1/81	11.00
1258 St. Paul, 27823	8.82	11/1/81	11.00
Unit Price	8.82	12/1/81	11.00
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Dividend	0.00	10/1/85	11.00
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Unit Price	8.82	12/1/85	11.00
Dividend	0.00	1/1/86	11.00
1258 St. Paul, 27823	8.82	2/1/86	11.00
Unit Price	8.82	3/1/86	11.00
Dividend	0.00	4/1/86	11.00
1258 St. Paul, 27823	8.82	5/1/86	11.00
Unit Price	8.82	6/1/86	11.00
Dividend	0.00	7/1/86	11.00
1258 St. Paul, 27823	8.82	8/1/86	11.00
Unit Price	8.82	9/1/86	11.00
Dividend	0.00	10/1/86	11.00
1258 St. Paul, 27823	8.82	11/1/86	11.00
Unit Price	8.82	12/1/86	11.00
Dividend	0.00	1/1/87	11.00
1258 St. Paul, 27823	8.82	2/1/87	11.00
Unit Price	8.82	3/1/87	11.00
Dividend	0.00	4/1/87	11.00
1258 St. Paul, 27823	8.82	5/1/87	11.00
Unit Price	8.82	6/1/87	11.00
Dividend	0.00		

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The yardstick is market capitalisation – the value of each company share (based upon information from leading European stock exchanges) multiplied by the number of shares in the company. And the survey ranks the top 500 companies.

The articles which accompany the figures explain some of the surprises – for instance why Marks and Spencer comes No. 48 measured by sales, but shoots up to No. 4 measured on the FT's market capitalisation scale.

**No FT...
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FINANCIAL TIMES SURVEY

Private housebuilders are expected to complete 160,000 homes this year, the highest total for a decade, helped in part by government measures. Simultaneously, the squeeze on capital expenditure has limited efforts by the public sector

UK Housebuilding

BRITAIN'S HOUSEBUILDERS are enjoying their first sustained boom since the early 1970s and, for the first time, all the impetus is coming from the private sector.

This year private housebuilders' completions should top 160,000 — the highest since 1973 — while output in terms of earnings is expected to rise by 20 per cent to £1.8bn, a further improvement on last year's 18 per cent upturn when the signs of a turnaround first emerged.

By contrast, the squeeze on capital expenditure has limited the public sector's share of this key indicator industry's performance to a much more modest rise, up 5,000 units to 54,000 forecast completions in 1983 — a marked contrast to the 107,000 recorded a decade ago.

In part, the success of the housebuilding sector is due to Government measures to boost an industry which, with repair and maintenance, generates £9bn annually, and which significantly can make a major contribution to increasing employment opportunities.

But the greatest efforts have come from the builders themselves who, after a decade of depressed activity, have woken dramatically to buyers' needs with almost revolutionary changes in product development, design and marketing techniques.

Much of this achievement can be attributed to Barratt, whose skilful wooing of the first time buyers' sector, has lifted its sales in just five years from £122m to £386m and quadrupled profits to £40m. This year the company is aiming for 18,000

starts, a substantial lead over Wimpey, the former pioneer, which expects about 11,000.

But, as the annual autumn sales drive begins with the launch of new products and incentives, some industry observers are now questioning how long the last two years' growth can be maintained.

About half of the new 1m home-owners acquired their properties through buying from

Government Council's housing committees.

This predicts a continuing modest rise in public sector building to 64,000 completions in 1985, but a stabilisation at 160,000 in the private sector next year, then in 1985 a modest downturn to 150,000.

The second forecast, issued by the Building Materials Producers, projects total completions falling from a 1984 high

has dominated the headlines this summer. In part, the land famine, as it is known emotively by the industry, is a result of the builders' new-found success in generating sales. But a second factor, perhaps more important, is the continuing migrations of industry and commerce, and consequently population, from the North and Midlands to the South.

Evidence for this is seen in house prices which are projected to rise by about 12 per cent in London and the South East over the current year compared to often low single-figure improvements in the depressed North.

Housebuilders now find that competition for some key sites has pushed land costs up to as much as £300,000 an acre, while land as a proportion of unit cost has risen from 15 per cent to as much as 30 per cent — a figure last known during the property boom of the early 1970s.

Under this pressure, the House Builders Federation has launched a relentless campaign to persuade the Government to enforce a wholesale review of structure plans. This summer new signs of ministerial intervention emerged with a series of directives to authorities to prepare their structure plans and Green Belt policies to accommodate the new demand.

The implication is that if the Home Counties, naturally resistant to further development, fail to respond, the Government will. Mr Patrick Jenkin, the new Environment Secretary, made a point earlier this month

of 215,000 to 195,000 the following year. More ominously, it predicts a substantial fall-off in building starts from a peak this year of 215,000 to 195,000, in 1985 — a return to last year's levels.

Projections have long been treated with healthy cynicism by the industry. Sir Lawrie Barratt, an ever upbeat, dismisses these figures as the delusions of "the gloom merchants."

Nevertheless, many builders are less optimistic. And the source of their concern — the rise in land prices and future of the mortgage market — are acknowledged, even by Sir Lawrie, as the principal areas of doubt.

Of the two, it is land that



New houses at St John's Wood, London (above), Banstead, Surrey (right, above) and Thamesmead South East London

Pictures: Ashley Ashwood, Trevor Humphries

Waking up to buyers' needs

By IVO DAWNAY

the public sector, with the remainder purchasing from the second-hand market or private builders. The tail-off in council house sales now means that the private builders must supply the bulk of demand for new homes.

No one doubts that the demand is there. A Building Societies Association study has established that 80 per cent of the population — 90 per cent among under-30s — wish to own their own homes. The problem now lies in supplying the properties at prices the customer can afford to pay.

Scepticism as to the industry's ability to do this is borne out in the two forecasts available to the industry. The first, and most quoted, comes from the National Economic Develop-

of highlighting the growth of London's Green Belt, which has more than doubled to 1.2m acres in the last four years, as one inhibitor of growth.

While insisting that the Green Belt principle remains intact, he has called for local authorities to review its boundaries to allow peripheral and unobtrusive sites to be released.

Interpret

The mortgage issue, though less crucial, is harder to interpret. The effects of the Abbey National's decision to quit the interest rate cartel remain uncertain. Mr Clive Thornton, Abbey National's chief general manager, predicts a 1.25 per cent cut in his interest rates, but other societies warn gloomily of increases.

Since the winter mortgage surplus turned to a famine this summer the market for home loans has looked increasingly volatile. The banks, whose sudden appearance on the scene earlier in the decade was matched only by the speed of their withdrawal, are again ex-

pected to enter the market.

But builders and industry analysts tend to argue over the significance of the mortgage queues. Mr Tam Barron, chairman of Lancashire house-builder, Christian Salvesen, says: "I would prefer to see more mortgages at 12 per cent and no shortages, rather than fewer at 10 per cent."

However, one City stockbroker claims: "The length of mortgage queues has virtually no effect on sales."

This could be borne out by the fact that though mortgages are now more expensive in relation to inflation, the house price/earnings ratio is very low. The price of home loans has now become another key card in the volume builders' bag of marketing tricks. Wimpey this month announced an "Autumn magic" package offering repayments at just 6 per cent for the 12 months until August next year. And Barratt has used a 10 per cent come-on for over a decade.

The range of incentives that are now on offer encompasses payment of removal expenses,

legal fees, stamp duty and the incorporation of extras.

But there are growing doubts among the smaller builders as to the importance of handouts. If the location is right, then demand will be there anyway, they claim.

In other sectors, the slightly smaller companies — priced out of the large, high-density sites — have greater access. Mr Philip Warner, chief executive of Bovis Homes, believes that the second-time buyers, looking for a four-bedroom detached house at about £45,000, are set to provide proportionately greater growth in the coming year.

Another boom sector, sheltered homes for the elderly, is also forecast to increase still further.

Expectations for the public sector-dominated repair and maintenance market are depressed, however. Pressure on councils' capital spending would be damage enough. But there is growing evidence that neither councils nor the builders themselves have much enthusiasm

for the enveloping schemes and other repairs packages pushed by the Government.

The most persistent dark cloud on the builders' horizon has been the controversy over the quality and durability of the timber-framed building system. Though attacked as vulnerable to damp and rot by a television programme, the timber-frame house has been broadly endorsed both by the National House Builders Council and, more important, the Building Research Establishment.

Committed

Doubters will now have the newly-formed New Homes Marketing Board to allay their fears, and satisfied or not, there is no doubt that the volume builders are fully committed to the system which accounts for 25 per cent of all new houses.

In a rare comment, reminiscent of the bad old pre-marketing days, one suitably anonymous volume builder said: "That's what we are building, so that's what they'll get."

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UK HOUSEBUILDING II

Builders' claims that there is a land famine have been given a sympathetic hearing in Whitehall

Land: battle for the Green Belt continues

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BUILDING INDUSTRY historians may look back one day at 1983 as the date of the War for Jenkin's Ear. Just three months after the appointment of the new Secretary of State for the Environment, it looks as if the housebuilders are winning.

Throughout the summer the housebuilders and their allies have been pressing their claim that Britain is suffering from a land famine. If action is not taken quickly, they argue, a major wealth-generating sector, capable of creating substantial number of jobs and realising the Prime Minister's dreams of a property-owning democracy, will be lost.

Evidence that their entreaties have not fallen on the deaf has been quick to come. Only a month after reaching his desk, Mr Jenkin began to issue a stream of draft circulars, guidance and memoranda putting pressure on the planning authorities to address the problem.

The first Land For Housing released in July, ordered authorities to redouble their efforts to allocate sufficient land to meet five years' housebuilding requirements. It was followed the next month by a second draft directive proposing that county structure plans should consider, in special cases, redesigning the boundaries of Britain's 14 green belts should be considered.

"If Green Belts are drawn excessively tightly around existing built-up areas, it may not be possible to maintain the degree of permanence that Green Belts should have," the circular read. Despite the ensuing furore from the conservation lobby, Mr Jenkin repeated the point at a planners' conference in Scotland earlier this month, adding for good measure that since 1979

the London Green Belt had expanded through planning decisions by 45 per cent and now covered 1.2m acres or three times the area of London itself.

Within a week, the Environment Secretary had issued a further directive calling on authorities to respond positively to planning applications stemming from the imminent completion of London's orbital M25 motorway.

Reaction to this apparent slackening of the planners' grip has come quickly, not just from the local authorities themselves, but from the House of Lords and bodies such as the National Trust and Campaign for the Preservation of Rural England.

But are the housebuilders right to complain of land shortages? And if so, what do they propose?

The principal forum designated to answer these questions is the Joint Land Requirements Committee—an uneasy marriage of Britain's housebuilders and planners. A paper issued last February by the Housing Research Foundation on the JLR's behalf attempted and failed to draw mutually agreed conclusions on the key points. But it did find some areas of accord.

Disagreement
The main point the HRF study established that demand, established in 1977 as about 200,000 houses a year, could be revised down to about 220,000.

Beyond that there was disagreement. While the county planning officers claimed that structure plans, plus redevelopment and infill could cover this figure, the HRF concluded that present provisions could leave a shortfall of up to 30,000 homes.

Similarly, the latest report of the South East Standing Conference on Regional Planning—the key pressure area—claims that adequate provisions had

PRIVATE SECTOR HOUSING LAND PRICES BY REGION					
Region	Reported number transactions	Plots	Hectares	Simple average price per plot	Index of weighted average price per plot or hectare
South East (excl. Greater London)	294	16,136	398	4,128	265
1979	277	7,292	239	6,648	265
1980	185	4,426	164	6,929	286
1981	256	6,866	270	7,707	
1982					
The North	33	1,103	51	2,553	186
1979	32	1,219	57	3,364	215
1980	20	648	29	4,145	289
1981	22	649	27	3,694	
1982					
England and Wales	1,420	39,676	1,715	3,937	183
1979	1,143	27,835	1,209	4,466	241
1980	786	17,389	726	4,538	250
1981	1,090	23,694	942	5,338	281
1982					

Source: D+E

been made in structure plans for the 330,000 homes required in the South East over the next five years.

But while the housebuilders do not contest this, they argue that many of the allocated sites are not in areas of highest demand and that some counties are using the targets based on historic demand to reduce land availability.

To back their case, the House Builders Federation points to evidence in the market place. Since 1971, they point out, average prices for plots for private development in England and Wales have soared from about £930 to £3,940 in 1981.

Over the same period, land sold declined from 4,058 hectares to 736 hectares, while annual transactions have fallen from 2,573 to 786.

In the intervening 18 months, this trend has continued with some sites changing hands for a phenomenal £300,000 an acre. As a consequence, while other costs have stayed in line with inflation land has increased from an average 15 per cent of

the house price to up to 30 per cent.

Turning their attention to the politicians, the builders point out that the decline in public building—squeezed by expenditure restraints—means that the bulk of new homes must come from the private sector.

Slum demolition programmes, they add, have been reduced in a decade from 70,000 homes a year to 20,000. On that basis, Britain's 20m housing stock would be sufficient only if every property had a natural life expectancy of 900 years.

The housebuilders also counter claims that there is sufficient land in the inner cities to meet demand. An HRF study, unopposed by the local authorities, suggests that of the 100,000 acres shown on Land registers, only 11 per cent, or enough for 130,000 homes, is suitable for building.

Mr Roger Hamber, HRF director, concludes: "There is no justification for a planning system unless it takes hard choices into account and is prepared to change its policies."

The housebuilders' solution is to urge the Government to call an immediate freeze on all expansion of the green belts to allow a full review of the county structure plans. These would then incorporate substantial new provisions of land to meet demand where it is strongest.

In addition, Consortium Developments, a new company formed by most of the ten largest builders, is piling on the pressure with plans to build 15 mini-towns—five in the hallowed London Green Belt—to house populations of between 7,000 and 11,000.

This leaves the Government in a highly-sensitive political quandary. On the one hand, the advantage in jobs, growth and its objectives in extending home ownership must tempt ministers to pressure the

authorities to loosen the planning noose.

But, on the other, the areas where restrictions are tightest are in the South East—often among Conservative country seats—where demand both for home and labour is highest, as are prices.

Evidence

At the moment, all the evidence suggests that the Government is prepared to push ahead, forcing the authorities to surrender to market pressures.

How far it will go is yet to be seen. The Housebuilders are closely watching for the Environment Secretary's verdict on the structure plans of Buckinghamshire, Hertfordshire and Kent, due shortly. If they are sent back for revision, the industry will believe it is winning the first major battles.

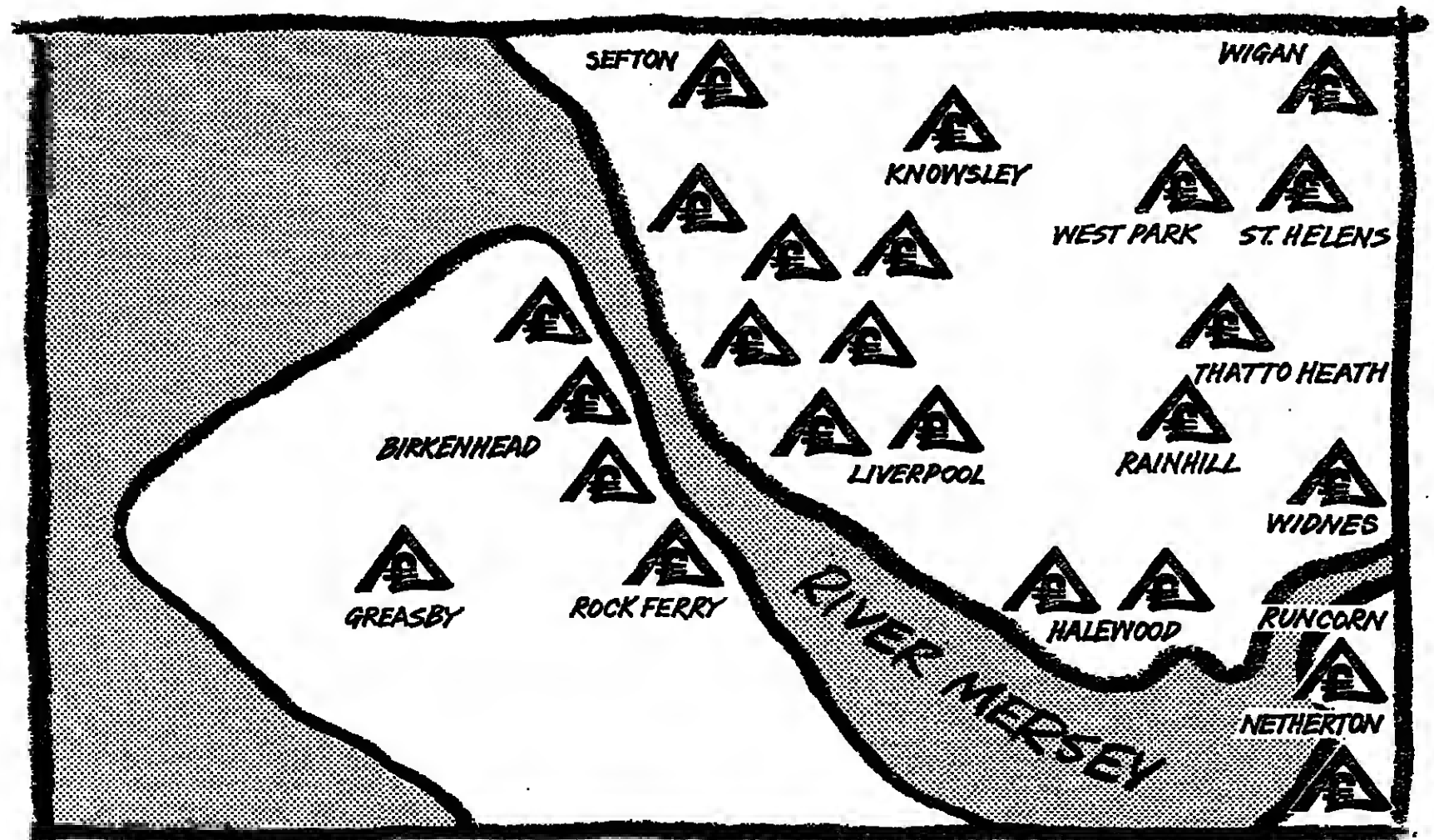
Nevertheless, as long as the demand holds up—and as yet there is no evidence that it will not—pressure on prices will remain keen, with no prospect even of stabilisation yet.

Only if Consortium Developments succeed in winning Jenkin's ear will many industry sceptics believe that a modest decline in land costs could be on the way.

Ivo Dawney

Marketing techniques greatly improved

Nationwide in action: Merseyside



Michael Heseltine as Secretary of State for the Environment, started the Merseyside Initiative. A massive programme of rebuilding and rehabilitation.

Nationwide lost no time in replying to this urgent initiative, and ear-marked no less than £12,000,000 for Merseyside in 1983. The £12 million is in addition to the normal amount of mortgage funds Nationwide pumps into the area annually.

This financial bonus is being used to fuel a variety of urgent housing projects. They include: the right to buy direct from local councils; modern conversions of good Victorian houses into flats for first-time buyers; cost-sale developments; homesteading; and shared ownership schemes.

The map above gives you some idea of the density of the building programme being undertaken in the area. A programme entirely financed by Nationwide. Nationwide are glad to be part of the rise of the new Merseyside.

It pays to decide Nationwide

Nationwide
Building Society

A LONGSTANDING criticism of the UK housebuilding industry has been that, while it might have had a fairly good idea of how to build homes, it got precious few marks when it came to selling them. The criticism no longer applies.

For many years, according to the critics, the average householder put up what suited him rather than what the customer required, with the result that contractors were invariably left with homes they could not sell. Cash flow problems quickly put them out of their misery.

In a classic example, large numbers of developers got haphazardly caught out in the early 1970s—not just because they managed to step up output as demand dried up (housing production cannot be turned on and off like a tap) but also because they had built the wrong kind of homes.

Housing demand at that time, which few had properly analysed, was from the first-time buyer and purchaser, generally in the lower to middle end of the price scale. However, many contractors were building for millionaires who resolutely refused to materialise.

So the first element of the marketing package—and presumably the most important—is to provide the homes which people require. There is now plenty of evidence to suggest that the housebuilding industry is attempting to do just that, in terms of design and cost.

The new housing market has been dominated for some time by the need to meet the needs of people with comparatively modest incomes, and chasing this sector has proved extremely successful for some contractors.

No one suggests that there is no room for more expensive housing, with land prices in many parts of the country in any case making "cheap" accommodation an impossibility. But the recent emphasis has been placed squarely on providing "value for money" and on tempting wavering owner-occupiers in through the door.

The package of "temptations" put in their way has become immense and its presence is a measure of how the housebuilders are currently paying as much attention to promotion as they are to the plumbing.

Incentives

Sales incentives in the housebuilding industry are hardly new—between the wars prospective purchasers would be taken to view development sites by chauffeur-driven limousine—but never before have they been used so widely or comprehensively.

Today, the potential customer is confronted by a dazzling range of incentives designed not only to make house purchase apparently cheaper but also considerably easier.

The prime sales tool is the mortgage rate itself. At 11 per cent, the cost of home loans has been much higher in the past, though in real terms (when set against the prevailing rate of inflation) they have never been more expensive.

To help ease the burden, several of the volume housebuilders have become used to freezing the mortgage rate when further increases have been announced. The rise in mortgage rates during the summer was followed by a predictable rush of undertakings from

builders, vowing to limit interest rates to their previous level.

For some of the market leaders, the cost of such a gesture will run into hundreds of thousands of pounds, but they readily appreciate that up to three-quarters of their sales involve first-time buyers, whose buying plans are particularly sensitive to the size of their monthly mortgage payments.

But not all builders agree. Major contractors like Farmac have refused this time to join in the mortgage subsidy game, saying that the total house price is currently a more significant factor in buyers' plans. Some builders are openly hostile to the practice, describing it as nothing more than a marketing gimmick which builders will in any case claw back through higher asking prices.

Protection

The subsidised mortgage rate is not the only marketing aid, the real benefit of which requires careful examination. At present, the list of incentives available to customers includes the provision of carpets and fully-fitted kitchens, mortgage protection schemes in case of redundancy and the payment of stamp duty, legal fees and even removal expenses. All these are designed to reduce the apparent cost—or inherent risk—of home ownership and are accompanied by less subtle enticements such as free holidays and cars.

The question which needs to be asked is whether or not the customer is really getting the bargain as presented, or whether the expenditure incurred by the housebuilder is simply recouped in selling prices.

The added danger, which some contractors have pointed

to, is that builders are simply overpricing houses in order to accommodate their sales gimmicks, something which the owner could ultimately discover to their disadvantage when they come to sell.

Whatever the outcome, there seems no question that the revolution in marketing which has transformed the private housing market is not simply a reflection of any short-term problems in terms of demand. Building society lending is running at extremely high levels and builders are stepping up output.

A more buoyant market is, this time, unlikely to see the incentive package disappear. Indeed, the housebuyer has now become accustomed to them and will expect them to continue. The cardboard box under the stairs with a packet of soap-fakes, a box of matches and some spare fuse wire will no longer do the trick.

The marketing job is, of course, not one that should be left to individual housebuilders and a co-ordinated approach to the promotion of home ownership as well as of individual developments is desirable. The newly formed New Homes Marketing Board should help fulfil this particular role.

The recent controversy over the safety of timber-frame houses, which account for about one-quarter of all new output and are being forecast to rise as high as 40 per cent within a few years, is a case in point. It is in the interests of the industry as a whole to launch a collective campaign to emphasise the quality of their buildings, rather than insist on stalling opposition but which will inevitably harm the credibility of the housebuilding industry.

Michael Cassell

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UK HOUSEBUILDING III

Hope has faded that setting up land registers would bring many more building plots on to the market

Myths of the inner cities

THE ACHIEVEMENTS in Britain's inner cities, the restoration of long derelict sites to housing use and the reconstruction of crumbling public sector tenements for sale cheaply to first-time buyers, have helped create the myth that all of Britain's future housing requirements can be met through better use of urban land.

But however enticing the idea may be to those genuinely concerned about preserving the countryside and to those more selfishly concerned not to see more new houses built next to theirs, it is simply not true.

In the latest Government draft circular sent out in July and entitled simply "Land for Housing," Mr Patrick Jenkin, Environment Secretary, refers to the need to make full use of "land available within existing urban areas"—but then goes on to state quite clearly: "Most new housing will continue to be on new sites and structure and local plans must make proper provision for such development."

The attraction of replacing green field sites with inner urban ones is not recent. The previous Environment Secretary, Michael Heseltine, came under intense pressure from Conservative politicians all over the Home Counties to help them keep private housebuilders away from their angry electorates. At the same time he was inundated with reports of publicly-owned inner city land which was under-developed or completely derelict.

In an attempt to kill two birds with one stone, he set up the network of land registers, the first of which was published in April 1982. It is clear from political and Parliamentary speeches made at the time that Ministers thought they were about to find a real panacea.

But even early analyses of registered land were sobering: the Environment Department considered only 5,000 of the first 15,000 sites listed as suitable for development of any kind, but persisted in its efforts to get the whole country covered.

Last October the Housebuilders' Federation published a close scrutiny of 68 registers, listing a total of 100,000 acres of land. It concluded that barely 11 per cent was both truly available and also suitable for private housing.

Builders continue to be accused—especially by bodies like the Council for the Preservation of Rural England and the Labour-controlled Association of Metropolitan Authorities—of refusing to take on inner city sites because green field development is more profitable.

This is becoming less and less true, as leading housebuilders as well as medium and small builders pick up the gauntlet and become involved in Bristol, London and Liverpool docklands and in places like Rickenhead, Newcastle and Slough where often the risks are considerable, while site profits are strictly controlled through pricing agreements with the local authorities.

London's Docklands are probably the outstanding example. The April 1982 census showed that there were 784 owner-occupiers in the area covered since July 1981 by the London Docklands Development Corporation (LDDC)—and 12,000 public sector houses and flats. The corporation's target was to carry out reclamation work, draw up briefs, select builders, negotiate designs and prices and release land for about 2,000 homes a year, and so far it is on target, with Britain's two biggest housebuilders, Barratt and Wimpey, having the first completed sites in Beckton, where all 380 houses were sold very quickly.

Converted

A survey showed that some 35 per cent of buyers were previously council tenants and almost 20 per cent were living in the London Borough of Newham already. Other builders involved in London Docklands include Wates, Broseley, Colman, McInerney and Roger Malcolm.

The LDDC aims to provide about 10,000 low-price homes on its own land, far outnumbering the very expensive waterside developments, some in converted warehouses, which have provided nearly targets for local protesters.

Elsewhere in London, major new housebuilding is prevented largely by the physical absence of suitable sites and by a general lack of co-operation from borough councils. An example of what can be

done on a small site is Westminster's joint venture with developer R. P. Taylor and architect Jeremy Dixon in Maida Vale. What looks externally like five handsome detached houses is actually five blocks of seven flats each, built to sell at £17,500 to £18,500. The council loses nothing; the developer makes a slim profit and the main benefits go to the buyers, all council tenants.

On Saturday, March 5 this year, 50 modernised flats went on sale in Liverpool's Twelfth district, at prices between £12,000 and £16,000. By the end of the day they had all gone. The site was bought from the council by Barratt's northern subsidiary, and the company intends to invest £5m in renovating 220 flats and building 120 new ones.

Barratt's outspoken founder and chairman Sir Lawrie Barratt, makes no claims to altruism or a social conscience. The development, Minister Court, is a good business proposition, he insists, based on his company's difficulties in getting green field sites and the low price he paid Liverpool Council for the semi-derelict estate they were actually demolishing when he offered to buy it.

The price was about £250,000, which would have bought Barratt's no more than three or four acres of prime building land elsewhere, probably with planning permission for no more than 15 houses per acre.

Since May, however, a return to power by Labour in Liverpool (it was the Liberals who sold Minister Court), means this success may be the last for a while.

Across the Mersey, at Birkenhead, Leech Homes are co-operating with local church leaders to try to re-create a community on an 18-acre clearance site. The idea is to provide homes for owner-occupation at weekly outgoings low enough for rehoused tenants to afford.

Operating jointly with Wirral Council, Leech is investing £5m with the council providing the land. Many of the units were sold before the showhouse was even opened.

Leech Homes is also in partnership with Newcastle Council, in buying and renovating for sale old council houses which the council cannot afford to

improve and building new blocks of flats in clearance sites near the city centre. Council houses have been sold also to private developers for improvement and sale in Hawick and Motherwell this year. But the numbers are limited. Government figures indicate that between April 1979 and September 1982, building for sale partnerships between local authorities, housing associations, new towns and builders produced over 15,000 dwellings.

Encouraging

This is very encouraging when it is considered that without this recent initiative those houses would simply not have been built at all. But as a proportion of what is a sensible annual rate of new housebuilding, now generally agreed to be about 250,000 a year, it is but a drop in the ocean.

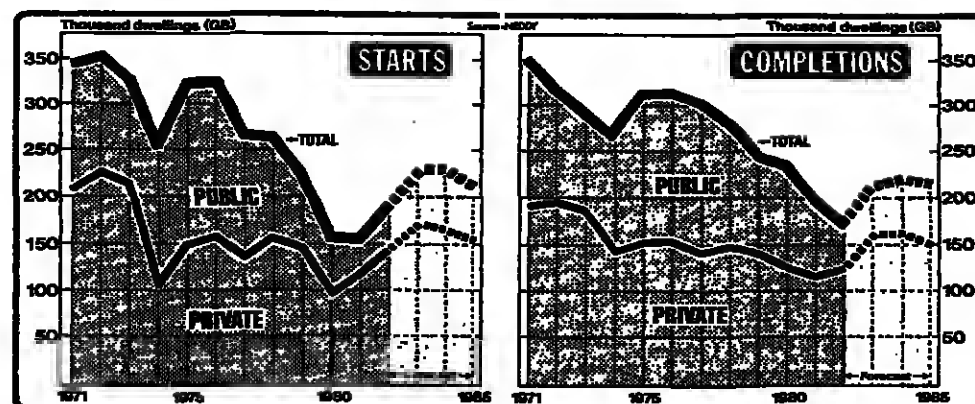
One way of increasing that proportion has been put forward recently by Tom Baron, leader of the Volume Housebuilders' Study Group (to which Britain's top ten builders belong) and a former housing adviser to the Environment Secretary. It is, as is often the case with Mr Baron, radical and uncompromising. He wants areas designated in most cities where demolition is considered the preferred solution.

In those areas, owners willing to move out should be given £10,000 interest-free loans towards the purchase of a new house, built in the immediate vicinity, subject to a condition that they should sell their existing house to a developer at its current value—with no entitlement to an improvement grant.

The housebuilder who sells his new house to such an owner-occupier must agree to take the old house in part exchange and must either demolish it and redevelop the site—or improve it without a grant for sale or rent.

On this basis, Mr Baron envisages urban renewal taking place at five times the current rate of only about 20,000 demolitions a year. He does not see it as solving the broader housing land problems, but of helping to save and revive our cities.

Mira Bar-Hillel



Builders competing for volume sales

FEW BOOKIES would require a photograph to identify the current winner in the race for first place in the 1983 private housebuilding stakes.

Way out in front is Barratt Developments, whose plan to build 18,000 homes this year leaves the old favourite, Wimpey Homes, with about 11,000, a poor second. A good furlong or two behind comes Tarmac, with about half Wimpey's figures; and behind, the main pack of builders—Broseley, Bovis and Bryant among them—closely pursued by rivals.

Indeed, figures released by the National Housebuilders' Council show that in 1982, of the 21,000 members on their register, just under 13,000 failed to build any homes at all. Those NHBRC-registered companies building more than 500 homes totalled no more than 30 and, of these only 15 are reckoned by the industry to construct more than 1,000 homes.

While 20 years ago only Wimpey could justifiably call itself a national housebuilder, several new competitors—most vividly, Barratt Developments—have revolutionised the shape of the industry.

Last year, those 15 top companies supplied 50,000 houses out of a total market of about 130,000. Barratt's projected 18,000 compares with 14,000 built last year and it can safely be assumed that other builders will take disproportionately large slices of the total market at the expense of their competitors.

The trend towards volume building looks set to continue throughout the 1980s. The drive for growth dictates substantial capital resources, only available to high-turnover companies with strong institutional or parent company support for raising finance or the ability to make rights issues.

Financing the building of 1,000 houses a year is estimated by the volume builders to tie-up about £15m, rising to up £30m in the highly-priced (and costly) South-East locations. Of this, up to 50 per cent is accounted for by land costs. And with prices now booming, under the pressure of competition for sites, at least in the prime locations, few volume builders believe they can survive with land stocks of less than three years' supply.

The remaining costs split between overheads of about 10 per cent, the use of showhouses taking up to 15 per cent and work-in-progress which absorbs the balance.

Margins

Pressure on margins also favours the bigger builders. With the purchasing power to acquire the largest sites, the volume companies are able to reduce on-site costs. On a 30-home site, for example, these may average £2,000 per unit; but on a 100-home site, this price can fall to as little as £800.

Other advantages enjoyed by the volume builders include the muscle to sustain lengthy advertising and promotional campaigns along with the ability to hire the highest-quality professional and managerial talent.

According to Mr Tom Baron, the often outspoken chairman of Christian Salvesen, the Lancashire-based housebuilder, it is the middle ranking builders who look weakest in the years to come.

"The very small chaps can jump in and out of the market at will," he says. "They can work on small local sites and capitalise on their reputations. But it is when they try and move up from under 200 to 1,000 units that they start becoming vulnerable. Most of them don't have the expertise to cope."

The temptations for large companies to acquire their smaller rivals is limited, however. Though many operate their regional offices on a near-autonomous basis, the basic management practices, building methods employed and standardised marketing techniques are usually rigidly controlled from headquarters making takeovers a time-consuming occupation.

Mr Baron estimates that the volume builders need to show gross profits of between 18 and 20 per cent of unit prices to stay ahead. Of this, 6 to 7 per cent will be absorbed by overheads and a further 3 per cent by interest rates.

"In a good year, we might make 11 per cent," he says, adding that this is about the minimum needed to service work-in-progress and replenish land banks.

If the small to middle rank-

ing companies, building anything between 100 to 3,000 homes, do catch cold, the infection is most likely to come through a combination of intolerably high land prices and squeezed margins.

But they do have several strengths and avenues for expansion lacking in their bigger brothers. While Barratt, Wimpey and the other giants are certain to dominate the starter home sector (basic houses costing between £18,000 and £35,000), they are less in control of the more expensive sectors.

Higher prices for houses, ranging from £35,000 right up to £300,000, also give the mid-rankers more manoeuvrability in terms of tailoring their designs to individual customer's wishes while still maintaining profit margins.

Bovis Homes, whose 2,600 units projected for 1983 ranks it around the middle of the Top Ten, has set out to develop its trade-up sector with considerable success.

The company now sells just 15 per cent of its annual output to first-time buyers and its average house is a four-bedroom detached selling at about £45,000, on sites of densities of about 20 to 25.

Confident

"The market for very high-density land was intense with our larger competitors always prepared to pay higher prices," says Mr Philip Warner, Bovis Homes' chief executive. "We now take the view that while the bottom end of the market may slacken off, we are confident we will pick up further."

Other companies such as Bellway have tackled the giants by dispensing with costly "come-ons" such as providing cookers and fridges or paying removal expenses and stamp duty, by minimising marketing and promotional costs and offering the saving back to buyers with larger square footages per unit.

McInerney Homes the house-building arm of the Irish construction company, has chosen another route, finding more than 75 per cent of its market in joint ventures with local authorities and other landowners and so saving on the costs of buying land.

But the greater flexibility enjoyed by the smaller companies, and their ability to dodge out of the market when or if demand slackens is their greatest asset. For Wimpey and for Barratt, the carnival of fast-moving television advertising and a bottomless bag of marketing tricks, must remain the way to stay ahead.

Ivo Dawney

Bovis homes

Bovis House, Winchcombe Street, Cheltenham, Gloucestershire GL52 2PG
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The facts behind the image

Bovis Homes expects to complete over 2,600 private house sales in the United Kingdom this year, an increase of 27% over 1982.

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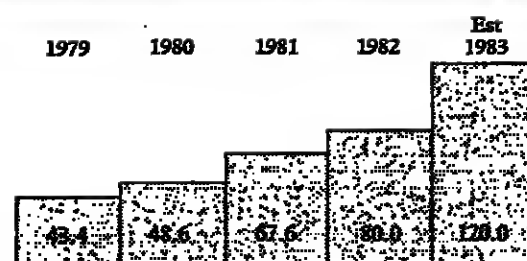
While many other major house builders have been trading down the market to maintain sales, Bovis

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According to stockbrokers Laing and Cruickshank, Bovis Homes* lies fifth by size in the private house building league table but have shown the highest percentage trading margins of the top five over the last 3 years reported.

*Laing and Cruickshank—Private House Building Survey November 1982

Turnover £'m



Growth has not been limited to the United Kingdom. Bovis/Brunning Homes is now building in Atlanta, Georgia and San Antonio, Texas and starts are planned in several other major U.S. cities.

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UK HOUSEBUILDING IV

The increase in owner-occupation has created a new type of demand, as Mira Bar-Hillel reports

Starter and sheltered homes in full swing

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IN TEN years' time, sociologists and statisticians both now tell us, there may be as many as 6m people living on their own in Britain—three times as many as in the early 1960s. There will also be at least 5m people aged 65 or over—compared with only 3.5m in the early 1950s.

Even allowing for considerable overlap in those two figures, the inescapable conclusion must be that with well over a quarter of householders in the not-too-distant future coming into the live-alone category, special provisions must be made. It is not escaping Britain's builders either.

There can be no doubt that the most notable innovation in the private residential market over the past few years has been the small dwelling, built for two people, and even more recently built for one. The trend began at least ten years ago but got into high gear in conjunction with the increasing popularity of owner-occupation and the special measures taken on behalf of, and for the encouragement of, first-time buyers.

Special Government schemes and grants (however insignificant financially), and allocations set aside by building societies, all helped nurture the existing inclination of growing numbers of people to own the roof over their heads.

On the other side of the coin was the drastic decline suffered by the public sector. Ironically, after decades of building almost exclusively family-sized accom-

modation, just when the public sector was beginning to wake up to the needs of young singles or childless couples, unable to afford a home yet often desperate to leave a parent's home for personal or economic or work reasons, the axe began to fall.

In a process that began under Labour, housing budgets were halved, then halved again. And although new estates, when and where they are still built, almost invariably now have a sounder mix of different sizes of dwellings than they did in the past, there seems little hope of this public sector ever recovering sufficiently to close the gap and cater to this seemingly insatiable demand.

Priority

The same problem is hitting those at the other end of the market—the elderly. Although Government policy to give special housing a priority at this time of cuts (and this includes the disabled as well) there is simply not enough money avail-

able to keep up with a population which is not only older, but also more likely to grow older still, in better health and more active for more and more years after retirement.

From the public sector's point of view, sheltered housing has the additional problem of becoming, as soon as it is built, a permanent burden on current expenditure (and therefore on sorely squeezed rates) for ever, through the need to provide social services, wardens and even medical care for residents.

Private builders have been increasingly aware of these shortfalls in the market. The first moves were cautious, as careful sounding out was felt to be necessary for builders moving away from their traditional products and markets for the first time. In the beginning there were "starter homes."

The idea behind these was to offer a basic affordable, no-frills house, normally with one bedroom but with "possibilities."

This normally meant an

option to create a further bedroom of some later date, either by internal partitioning or external extension. As starter homes began to appear on more and more sites many builders found that in addition to newlyweds they were getting substantial interest from older people whose children had grown up and left home and who were looking for a smaller home, modern, easy and cheap to run.

Encouraged by the good response and brisk sales, builders felt able to diversify further. In the last three years the private housing market probably has experienced more new ideas than in the previous 30.

In 1981, 35 companies were designing and building homes specifically for single use, and had completed a total of 1,935. Only a year later the number of companies interested in this line had almost doubled to 65 and their output had almost trebled to 5,500.

Single householders, on the whole, are young, active, mobile and in work. They will want the "living machine" concept for their housing, especially as it enables them to acquire the washer-dryer, fridge, cooker and the rest as part of the mortgage.

The other side of the coin inevitably is that the real value of these homes is lower than their owners sometimes expect.

In any event, they should, after a few years, be earning enough to move up the housing

ladder, selling the cheap and cheerful home to another first-time anxious to get on the bottom rung.

It is interesting to note that while the single bedroom and furnished bedsit concepts were pioneered by Britain's leading housebuilders (with Barratt in the lead and Wimpey in hot pursuit), the most innovative ideas in sheltered housing for the elderly have come from small, specialist companies—with one name standing out: McCarthy & Stone. The New Milton, Hants based company has broken away from the past not only in concentrating on this market exclusively, but in taking over the supervision and care function from the local authority.

Trading down

Mr John McCarthy, chairman and managing director, has researched this market well before going into it. He says there are more 50+ elderly owner-occupiers living in Britain, and at a quarter of them should be interested in "trading down" to easily managed, safe and supervised accommodation, leaving them in most cases with a cash surplus as well.

Many of them would be particularly interested if they could move within a few miles of their existing homes, and if the new accommodation did not smack of an institution.

With all this in mind, the McCarthy and Stone formula is set for a major expansion.

Having built about 1,000 units on 25 sites since 1978, the company launched a nationwide network earlier this year, planning to invest £100m over the next two years, which it is hoped will provide at least 1,500 jobs. Prices of these homes range between £20,000 and £30,000.

But the most important breakthrough in the company's success so effectively "privatising" the management side of its schemes, its achievement can be measured two ways: first, the after-care scheme is already self-sufficient (the fact it is profitable), so that even failure of the parent company would not leave residents abandoned. Second, some local social services departments have taken an interest in the McCarthy and Stone way of doing what traditionally has been their job.

Other builders are also growing more aware of the market potential. Names like Barratt, Wares, and New Ideal have not yet taken the plunge—despite the responsibility of providing full supervision, although some of their retirement schemes do provide facilities such as communal laundry, guest rooms and emergency wardens or nurses on call 24 hours a day.

At the Rolls-Royce end of the market, the Easdale Court Association has beautifully designed, courtyard homes, based on the almshouses idea, at prices between £40,000 and £80,000. The fact that they are sold as fast as they are built could indicate that they are bought for—rather than by—parents, as investments.

COMPOSITION OF PUBLIC SECTOR STARTS

	(per cent)	1974	1975	1976	1977	1978	1979	1980	1981	1982
Local authorities	82	73	71	62	63	63	63	63	63	63
New Towns	9	9	9	12	12	12	12	12	12	12
Housing associations	8	17	19	26	26	26	26	26	26	26
Total Public (incl. govt. depts.)	100	100	100	100	100	100	100	100	100	100

Source: House Builders Federation.

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End of low-cost mortgages

THE REAL COST of financing the purchase of a home has been higher this year than in any other period since the building societies came together as a force in the 1930s.

Nominal interest rates may have fallen from a peak of 15 per cent in 1981 to only 10 per cent by last December, but inflation fell at an even faster rate.

For most of the 1970s, the building societies' recommended interest rate on mortgages was less than the rate of inflation. When tax relief was taken into account, the "cost" of borrowing was absurdly low. In 1975, even a basic-rate taxpayer was paying for his mortgage at a negative real interest rate of over 15 per cent.

But in June of this year, with inflation at a 15-year low of 3.7 per cent, the Building Societies Association decided in the aftermath of the election to raise their recommended rate to 11.25 per cent.

In fact, the BSA recommended rate is misleading. For larger loans, and recently this has sometimes meant as little as £20,000, a higher rate is charged. Moreover, the BSA is exempt from the restrictions of the Consumer Credit Act which normally obliges moneylenders to quote an annual percentage rate designed to take into account the compounding effect.

A borrower in the second half of his (repayment) mortgage term is effectively paying interest at a rate 2 or 3 per cent higher than the official rate.

Yet most British people continue to hold on to the deeply-ingrained belief that it makes sound financial sense to leap on to the housing ladder as soon as possible and take the maximum possible mortgage that a bank or building society is prepared to give. The only constraint on most remains that of cash flow.

In June, the Building Societies Association published a survey showing that the demand for owner-occupation was the preferred form of tenure has risen steeply over the last eight years. Of the 2,500 adults questioned, 78 per cent said they expected to own their homes within the next 10 years and a similar percentage said owner-occupation would be their preferred form of tenure in two years' time.

This explains the embarrassingly long mortgage queues, with up to six months' wait this summer, although borrowers faced a real interest rate, even at a base-rate tax relief, of nearly 4 per cent.

Because nominal interest rates had fallen, potential home purchasers realised that the monthly outgoings required to meet a mortgage commitment would be less in the immediate future.

Fuelled by this popular perception, the housing market began to stir last autumn after nearly two years in the doldrums. House prices this year are expected to rise by an average of between 10 and 14 per cent.

Inevitably, the surfeit of mortgage funds in 1981-82, when the building societies and banks were eager to offer 100 per cent-plus mortgages to all comers turned into a famine.

In what must count as one of the worst examples of corporate financial planning in recent times, the four major clearing banks, which had muscled in on the mortgage market two years previously, discovered that they had overextended themselves, and too many mortgages were causing their debt profiles to appear less and less healthy.

During the spring months, all four cut back their new mortgage lending dramatically and Lloyd's, the first bank to enter the market in force, turned the taps off completely.

As the queues for mortgages lengthened outside the doors of the building societies, the competition between them for new funds for investors intensified. Many smaller societies started offering investors higher rates than those stipulated by the BSA.

Since interest rates were officially raised by the BSA in June, the pressure on building societies to raise funds has eased. But the tactics of some of the smaller societies left a feeling of grievance among the larger ones and was perhaps the main factor behind the decision of Abbey National, the second-largest building society, to announce it was leaving the interest rate setting cartel earlier this month.

The longer-term consequences of a break-up of the cartel are difficult to predict. But it is likely to result in mortgage interest rates staying closer to the market clearing rate.

But if inflation remains low throughout the rest of this decade, there could be a change in the popular attitude towards housing finance.

Taking out large mortgages has acquired such a good reputation in the last 20 years partly because the burden of the debt repayment has seemed to grow rapidly lighter in the early years of the mortgage term, thanks to inflation.

But over the next few years, those who borrow may gradually come to realise that this pattern is not going to be repeated. Such are the costs of low inflation.

Lower inflation and lower nominal, but higher real, rates of interest have a further effect. Tax relief is granted in proportion to the nominal interest paid, not the real interest. In the good old inflationary days this meant merely that the tax man was increasing an already hefty subsidy that building societies were giving to borrowers.

But lower nominal interest rates in the 1980s will mean less subsidy from the Inland Revenue. Moreover, the weight of opinion among economists, and to a lesser extent even among politicians, has now swung against a further raising of the £30,000 limit on the tax relief on mortgages.

Such a limit was introduced by the Labour Government in 1974, at £25,000. If that figure had been raised in line with inflation, today it would stand at over £50,000.

A future Labour or Alliance government is likely to introduce an even more restrictive policy, limiting the tax relief to the basic rate, or even abolishing it.

Clive Wolman

UK HOUSEBUILDING V

Subtle changes have improved the familiar bricks and mortar house, says Paul Hannon

Traditional materials still preferred

BRICKS AND MORTAR. The bricks automatically conjure up the image of a house, a personal investment and a part of the British landscape, for the simple reason that for centuries these two materials have been the essence of house construction.

Despite major advances in many fields of science and engineering, bricks and mortar still represent the most important components of a house in Britain today. The bricks may have changed a little in size and colour, and the mortar may be more resilient to decay, the elements or inflation, but they are still virtually unchanged.

It is when the modern house is scrutinised that it can be seen that many subtle changes have been introduced into its fabric. Any visitor to the Builders' Exhibition at Wembley at the beginning of September will have seen the scope of new products (improving upon many traditional items) that is soon to be launched on the UK market.

Different construction methods call for a wide variety of materials just as the speed of construction will alter the raw material mix. Since most UK houses are built in the "traditional" manner—with the noted exception of timber-frame housing—speed is a major consideration.

Though people often complain that houses take a long time to build, it is argued by some in the industry that it is not the materials, or the methods, that are the problem.

Says one observer in a national building company: "The speed of construction is not yet limited by the type of building method employed. If we were to put up houses overnight they would simply stand empty for three, six or even 12 months while finance is arranged or the legal profession handles the transaction." The implication from this is that the banking and legal communities are tying up builders' capital and making house purchase more costly.

It normally does take a long time to build or buy a house in Britain or, say, West Germany, compared with, for example, the U.S. where a substantial house can be built in a month or so and the formalities are often dealt with in a few days.

Another major factor is the type of house that local authorities wish to see in their area.

Approved

According to Roger Wilson, senior architect for Wimpey: "Cottage-style architecture has determined the type of raw materials in many housing developments. Local authorities are more likely to approve cottage-type houses, with small windows, 'traditional' facades, brick elevations and perhaps slate/tile roofs than those with aluminium or plastic cladding or grand style walls of glass."

The local authorities' preference for these houses, combined with rising costs, has led to a

steady reduction in the floor area of modern houses.

Wimpey has a range of some 60 house types ranging from 220 sq ft to 1,600 sq ft. Its marketing department decides which mix of house designs will sell in a given area.

The smaller house size will determine the type of heating system incorporated. Gas-fired central heating with its consequent high capital outlay becomes economical somewhere between the one-bedroom and two-bedroom house depending on the floor area.

Electric heating will be used in the smaller bedditter-type dwelling or other single person unit. However, the insulation of either type of home will be identical.

The issue of insulation illustrates the dilemma of the modern house, the builder and the prospective owner. Awareness of the high costs of energy created in part by Opec's activities in the 1970s, has become a characteristic of house owners, if not necessarily first-time house buyers.

The use of high levels of insulation in new and existing homes has turned from a desirable feature to a necessity. "What were termed optional extras in earlier years are now musts," says one London house builder. "We must have double glazing, mountains of insulation, and every sort of energy gimmick to meet building regulations or pull in buyers."

Having improved the nation's kitchens over the past decade

or so to the extent that a fitted kitchen is now considered normal in a new house, builders have begun to turn their attention to the much-neglected bathroom. Many modern features are now incorporated into bathroom design so that the humble tap or shower head no longer simply dispenses water in acceptable quantities but must also be visually appealing and ergonomically efficient.

British builders are turning to the Continent for leads in new bathroom design, although the omniscient European bidder seems unlikely to appear on the UK bathroom as a matter of course for some time to come.

Shower

The quality of British sanitary ware is rising as costs are holding steady or actually declining. A significant market has developed for the electric shower which, according to Tony Mulard of the Builders Merchants' Association, has become a characteristic of house owners, if not necessarily first-time house buyers.

Mr Mulard also points out that the growing acceptability of unvented water systems (ie, elimination of the traditional storage tank in the attic) will have an impact on the range of bathroom equipment used in new British houses.

"The horrors of back siphonage have not appeared and many planning authorities realise that the water tank is redundant. This will also facilitate loft insulation."

The readiness of planning officials to accept plastic pipes as suitable for hot water plumbing will also generate a wider

supply of more modern fixtures and fittings.

One significant development is the introduction of a new generation of linking blocks individually bonded with insulation material. A bricklayer can thus perform a dual function of building an inner skin of a house with very high insulation standards.

The most energy efficient houses under construction today can save up to 40 per cent of energy costs compared with houses five years old, according to one house marketing official.

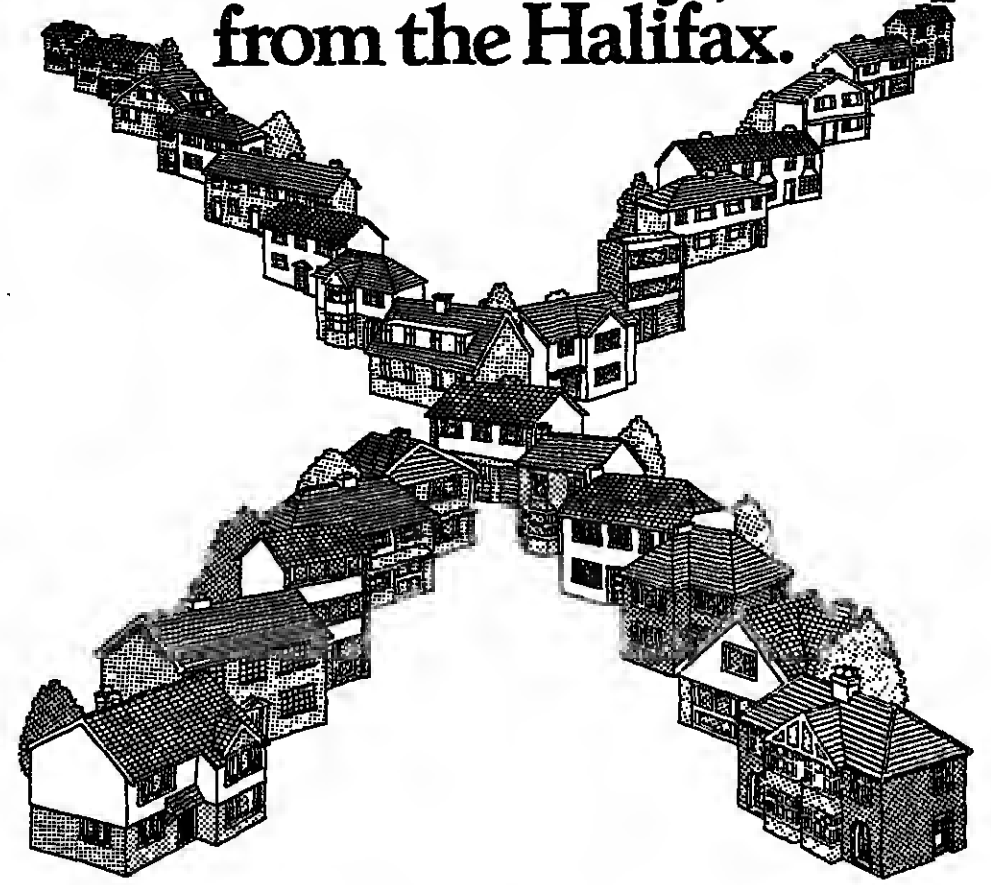
The return of the fireplace to the new house in Britain might be the result of a strong marketing drive of the Solid Fuel Advisory Service, but its impact on heating and ventilation will be as dramatic as its displacement of the television set as the focal point of a living room.

British architects and local planning officials are general conservative enough but much more so is the final consumer—the house purchaser. Revolutionary building materials or house designs are all right in someone else's street, but they see the distinction of being, as they see it, guinea pigs hardly appeals to many people.

The recent controversy over timber frame houses could support this point and the development of the market for solar cell installations for heating water is a further example.

Once the brightest hope for many ecologists, passive and active solar installations have been overshadowed by the fall in international oil prices. Many supporters feel though that within the next decade or two, solar innovations will again spearhead improvements in the home.

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Design trend moves to small scale

HOUSE DESIGN is or should be the primary area of design for architects. All architectural students spend a large part of their training working on housing projects and it is an area where all designers have direct personal experience.

In the UK housing, particularly in the private sector, has only rarely been the object of much experiment. The public sector, until recently, offered architects considerable opportunities for experiments of both a social and an architectural kind.

The New Town and the tower block are both products of the designer's imagination, two approaches to housing which have fared differently. The first has been under persistent questioning and review; the tower blocks are now widely regarded as a failure in structural and social terms and are no longer being built.

A useful way to assess the current state of the art of housing design is to examine the annual Housing Design Awards—those for 1983 have just been announced. It is an award scheme sponsored by the Department of the Environment, the National Housing Council, and the Royal Institute of British Architects.

Standards
While these three bodies may smack of dreary officialdom, they do represent those who maintain and to some degree set the standards. They represent the whole country, including Northern Ireland, and the assessors include both architects and "consumers."

This year there is one very clear trend: new housing is no longer on the large scale. Developments both public and private are small scale in character and often appear to have been built

to relate carefully to existing neighbouring buildings.

Much new work is in fact conversion of old buildings, or buildings that have been used for other purposes turned into private housing. Work in the London Docklands development is evidence of this trend. There is also evidence that a considerable amount of the architect's workload is taken up by the renovation and improvement of older properties.

Housing built to cater for special needs, such as homes for the elderly, has resulted in several developments taking place as a result of research in the field of housing for the elderly and the disabled, housing associations as well as local authorities have made notable design advances.

The assessors who visited the recent batch of housing schemes submitted for design awards also asked residents for their reactions to specific aspects. The results of this survey make reading a real pleasure and reveal design flaws that could easily be rectified.

The most criticisms were made about poor soundproofing. In far too many new houses soundproofing is inadequate.

Other points criticised by residents were: inadequate garages or parking; lack of storage space; badly designed kitchens; and poor quality workmanship.

These criticisms of new houses show that what residents are looking for is a high level of efficiency and privacy with, perhaps, less concern for the effect of design on the appearance of the houses.

Six recently-built private sector housing schemes received the awards this year. One, Globe Mews in Beverley, North Humberside, designed by David Ruffie Associates with Robert

Stanford for Tallishire Ltd, is a good example of a new development. A small court of houses that stands in the centre of an historic town, it has been sensitively designed to fit in with neighbouring high-density buildings.

At 29 housing units to the acre, the scheme is a mixture of two- and three-storey dwellings. A mixture of finishes—brick, weatherboarding and stucco—suits the area. This scheme demonstrates the current concern to design new houses that fit in with the surrounding vernacular architecture.

A similar sort of small-scale mews scheme, Regent Mews, in St John's Wood, London, also had to fit into a controlled conservation area. This development was designed by R. Hall of Barton, Wilmore and Partners for the developers, The Home Property Company. The builders were Haruspey Ltd.

Well-detailed

This scheme succeeds particularly well because of the carefully chosen high-quality materials. The design incorporates traditional elements—arched windows, well detailed eaves and dormers and is very well detailed.

Tradition plays its part in an estate of houses and bungalows in the grounds of a large house at Honley near Huddersfield. They have been designed by Arthur Quaynor Associates and commissioned and built by Conroy and Booth. These houses were designed for the top end of the housing market and the basic house types can be varied in their internal arrangement to suit each purchaser.

To ensure that these houses fit in, the architects have used second-hand local stone which has been re-dressed. These houses are not experimental, certainly not in the avant garde way of the house designed by Quaynor for himself in the same part of the world. His own house is built underground as an experiment in energy-saving.

The only major new town developments that are pioneering new housing design are Milton Keynes and London's Docklands. Milton Keynes always had the policy of involving the best architects to compete for the areas of housing and the result has been a far more attractive mixture of house types than is usual in most new towns.

A recent scheme by the architects Colquhoun and Miller brings a much-needed quality of higher density urban design to a new city that has developed its own kind of sprawl. The inner city offers designers a considerable challenge—and it is one that has been met impressively by the architects of the Greater London Council at the Long Acre site in Covent Garden.

Odhams Walk, as the scheme is known, has a feeling of the casual about it—a series of closely-packed flats and hanging gardens that brings a note of new excitement to this part of a formerly run-down area of London.

The design trends are small-scale, carefully detailed exteriors to fit in with existing environments and not a great deal of radical change in the interiors of new houses. The private sector is becoming more adventurous as the quantity of public housing declines.

Colin Amery

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UK HOUSEBUILDING VI

The NHBC continues to improve its rules and specifications

Watch on building standards

NUMBER OF BUILDERS (BY BUILDING ACTIVITY)

	0 units	1-10 units	11-50 units	51-100 units	101-500 units	501+ units	Total No. of builders on NHBC Register
1977	12,940	7,443	1,025	382	194	23	21,907
1978	10,788	7,597	1,114	409	183	28	20,119
1979	11,506	7,268	1,013	383	161	18	20,249
1980	12,327	6,945	983	228	110	24	20,597
1981	12,487	7,049	743	261	122	30	21,152
1982	12,971	6,907	833	320	122	30	21,152

Source: NHBC.

OUR HOMES are the most expensive purchase most of us ever make. Yet, while most consumer durables, such as cars, washing machines, refrigerators and so on, have been sold with some form of guarantee for decades, until less than 20 years ago most housebuyers could expect no protection—other than through the courts—for even the worst defects in their own house.

Some housing standards are laid down by the Building Regulations, legally enforced by local authority building control officers. And yet, in the mid-1960s, the incidence of defects in the products of the "spec" builders was such that there were three major Parliamentary debates on the issue within one 18-month period. The bulk of informed opinion at that time was that houses built by contractors for local authorities were better.

The fact that this has now been virtually reversed can be largely attributed to the activities of one organisation: the National House-Building Council (NHBC). Non-political, non-profit making and, importantly, not "in the builder's pocket," the council is a unique example of a regulatory body imposed by an industry upon itself for the benefit of its consumers.

Founded in 1936 as the Housing Improvement Association, the council's aims from the start were to try and improve design, workmanship and materials in private sector housing. Its members even then offered a two-year warranty, but they numbered only a few hundred. The war years prevented much development until the early 1950s, and even after that progress was slow as the NHBC remained a voluntary register, and most builders resisted the idea not only of having restrictions and inspections—but also paying for the privilege.

Debates

By 1963 only 26 per cent of private sector housing was covered: it took the house-building boom and those three Parliamentary debates to finally change things in 1966. In that year, all-party support was given to the council, which in turn introduced a ten-year warranty against structural defects and extended the cover to cases where builders (if registered) went bankrupt or defaulted in any other way.

But by far the most significant step was the recommendation, issued by the Minister of Housing and the Building Societies Association, that no mortgages should be advanced for newly-built homes unless they were covered by the NHBC Certificate and warranty. By 1968, the proportion of houses in the private sector covered by NHBC rose to 70 per cent.

In the same year, comprehensive new technical requirements were introduced, in addition to the statutory Building Regulations. The NHBC's constitution was redrawn to take account of its extended role, and it was agreed that its chairman from then should be appointed by the Housing Minister.

By the end of the decade, and as building societies increasingly accepted the recommendation of their association, 98 per cent of private houses were being issued with NHBC certificates on completion. Similar committees were set up for Scotland and Northern Ireland, and NHBC itself broadened its scope in the furtherance of its scope.

The work to improve housing standards continues. Based on the feedback of information analysis of past defects and complaints, the technical requirements for the NHBC certificate continued to rise. The council is also well aware of the gap which exists between specification and realisation: it produced documents for site workers which are easily understood and, as part of a general battle against substandard work, simplified its own insurance scheme to make the documentation easier to read as well.

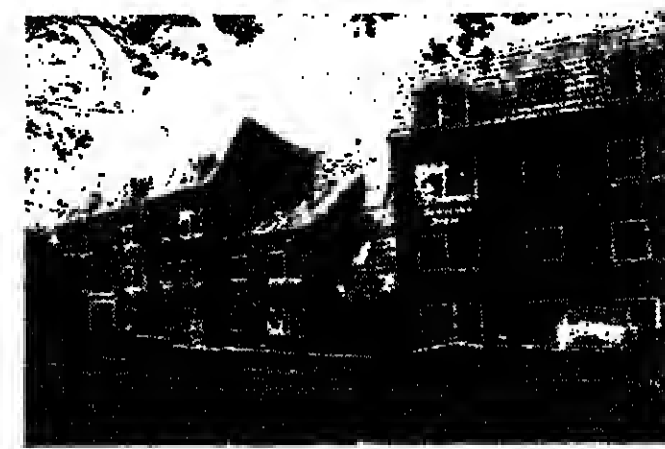
NHBC standards are made by a series of committees and include architects, surveyors, representatives of building societies, consumer interests, health authorities, materials producers, also Government observers—and the Law Society. And although builders are the largest single group, they account for no more than a third of council or committee members. This ensures that while their views are always heard, they cannot actually veto improvements of their product agreed by all other parties.

The improvements NHBC claims for its certificated homes come under six main categories. Safety: More accidents happen in the home than anywhere else. The NHBC requires items such as two-way light switches to all staircases, handrails to external steps and pathways if steep minimum walk boarding in lifts, safe loft access; and bathroom and cloakroom doors which can be opened from the outside in emergencies.

Foundations: The most serious—and expensive—problem private housing has been plagued with was inadequate foundations. Instead of going by "feel" or "rule of thumb," NHBC adopted a scientific approach; it requires



Above: houses at Seal, Kent, in the £75,000 to £90,000 range. Below: development of one-bed flats for the elderly at Bournemouth which includes a residents' lounge and warden's accommodation.



in 1979—before the campaign began—fewer than half of new house buyers said they would recommend their builder to a friend. This year, among those in the Job winners' category, that figure was 90 per cent and over. It had improved to 95 per cent. According to Sir Peter Trench, NHBC chairman, the incidence of major defects in new houses has been reduced by over 40 per cent in the past 10 years.

In view of the role played by NHBC in the housebuilding sector and its increasing success in raising standards and protecting buyers, Government Ministers came under pressure in the late 1970s to give the council powers to certify houses for the purpose of building control, a function regulated by statute and previously the sole preserve of local authority officers. A famous legal case, *Anns v Merton*, gave them additional ammunition.

In the *Anns* case, a private block of flats suffered serious subsidence and cracking many years after its completion. A structural survey revealed that the foundations were inadequate and did not comply with the regulations. As all the other regulations were not available for litigation, the residents sued the local authority which had inspected the foundations.

Precedent

The case went all the way to the Law Lords who set a precedent which has since caused great concern to all the building professionals. They decided that the period of limitation on liability for "latent defects" that is defects which appear long after the completion of a building, should run for six years from the time the defects are discovered. This amounts to virtually open-ended liability.

When Michael Heseltine became Environment Secretary in 1979, this liability, which he saw as hanging over local authorities, was a cause for concern. In addition, he and his colleagues were extremely interested in promoting privatisation of public services. The combination of these two factors resulted in a speech he made in November 1979 (at an NHBC annual luncheon) announcing his intention, among other things, to introduce some privatisation into building control, with private housebuilding the natural candidate for early implementation through the council.

Since then, the entire process has been slowed down by mainly legal complexities in drafting the legislation, very few of which have anything to do with private housebuilding. However, a Bill is currently going through Parliament which will allow private certification for housebuilding, perhaps before the end of this year.

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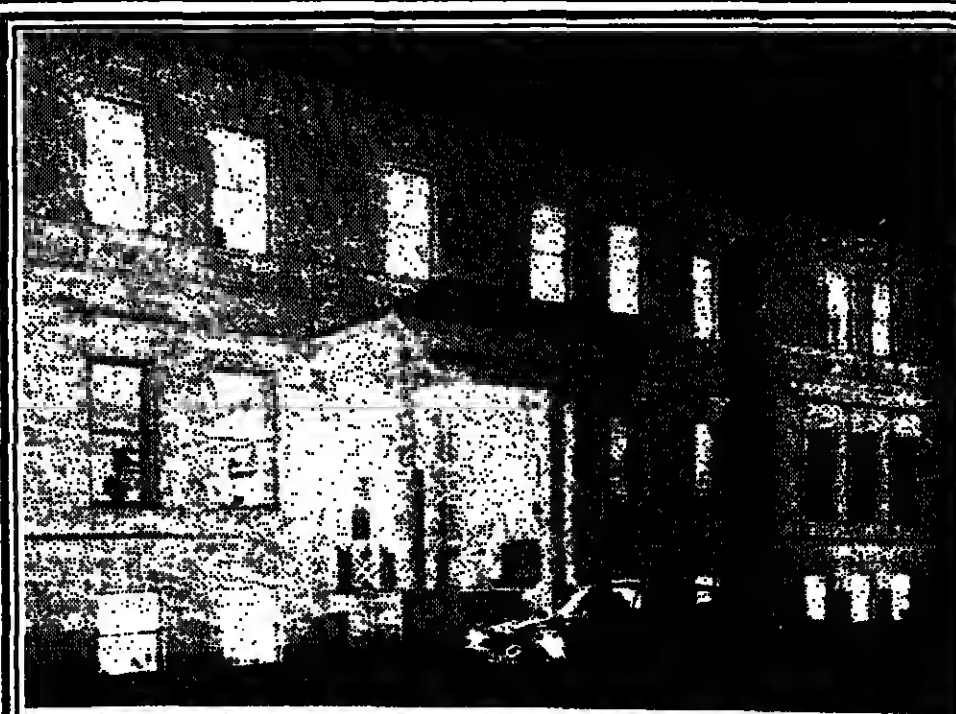
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